

## **ABSTRAKSI**

*Pelabuhan Penyeberangan Teluk Bungus berada di Provinsi Sumatera Barat. Pelabuhan Penyeberangan Teluk Bungus merupakan pelabuhan penyeberangan yang mempunyai peran yang sangat penting bagi masyarakat khususnya di Kabupaten Kepulauan Mentawai. Karena Pelabuhan Penyeberangan Teluk Bungus bisa meningkatkan ekonomi Kabupaten Kepulauan Mentawai dalam bidang transportasi.*

*Berdasarkan hasil pengamatan di lapangan, terdapat beberapa pelayanan yang belum dijalankan dengan baik, sehingga pengguna jasa merasa kurang puas dan nyaman selama berada di Pelabuhan Penyeberangan Teluk Bungus. Metode yang digunakan untuk menganalisa permasalahan yang ada yaitu Customer Satisfaction Index, Gap analysis, dan Importance Performance Analysis. Berdasarkan hasil analisa didapatkan indeks kepuasan penumpang sebesar 67,08% dan ada 5 atribut pelayanan berada pada kuadran I yang harus diperbaiki dan ditingkatkan kualitasnya.*

*Berdasarkan hasil analisa didapatkan kesimpulan bahwa ada beberapa atribut pelayanan yang tidak berjalan secara optimal, atribut-atribut pelayanan tersebut antara lain fasilitas keselamatan seperti pemadam kebakaran, petunjuk jalur evakuasi, titik kumpul evakuasi, fasilitas P3K, nomor telpon pengaduan, jalur pemisah antara gangway dan jalur kendaraan, tempat parkir yang cukup dengan sirkulasi keluar masuk yang bagus.*

**Kata kunci: Pelayanan Penumpang, Persepsi Penumpang, Tingkat Kepuasan Penumpang.**

## **ABSTRACTION**

*Bungus Bay Ferry Port is located in West Sumatra Province. Bungus Bay Ferry Port is a ferry port that has a very important role for the community, especially in the Mentawai Islands Regency. Because the Bungus Bay Ferry Port can improve the economy of the Mentawai Islands Regency in the transportation sector.*

*Based on the results of observations in the field, there are several services that have not been carried out properly, so that service users feel less satisfied and comfortable while at the Bungus Bay Ferry Port. The methods used to analyze the existing problems are the Customer Satisfaction Index, Gap analysis, and Importance Performance Analysis. Based on the results of the analysis, it was found that the passenger satisfaction index was 67.08% and there were 5 service attributes in quadrant I that had to be improved and improved in quality.*

*Based on the results of the analysis, it can be concluded that there are several service attributes that are not running optimally, the service attributes include safety facilities such as fire extinguishers, evacuation route instructions, evacuation gathering points, first aid facilities, complaint telephone numbers, dividing lines between gangways and lanes. vehicles, ample parking space with good circulation in and out.*

***Keywords : Passenger Service, Passenger Perception, Passenger Satisfaction Level.***