

## BAB VI

### KESIMPULAN DAN SARAN

#### 6.1 Kesimpulan

Berdasarkan hasil penelitian analisis kuadaran yang dilakukan maka dapat disimpulkan sebagai berikut :

a. Pelayanan yang harus dipertahankan oleh perusahaan bus damri adalah :

- Keberangkatan kendaraan selalu tepat waktu.
- Ac pada kendaraan berfungsi dengan baik.
- Pengemudi yang terlatih dan berpengalaman.
- Memiliki supir cadangan.
- Tarif angkutan yang ada saat ini sesuai dengan fasilitas yang disediakan.
- Pegawai tidak memandang status sosial kepada penumpang.
- Jumlah armada yang tersedia saat ini sudah dapat mengangkut seluruh penumpang.
- Armada yang digunakan merupakan kendaraan layak pakai.
- Fasilitas kursi dapat diatur maju mundur dan dilengkapi sandaran kaki.

b. Pelayanan yang harus ditingkatkan oleh perusahaan bus damri adalah :

- pegawai selalu merespon keluhan (komplain) penumpang.
- kemudahan penumpang dalam mendapatkan kejelasan informasi waktu keberangkatan.
- pegawai yang tidak menunjukkan kesan sibuk dalam menyambut penumpang.
- keamanan diloket, ruang tunggu, dan didalam bus.

- hal pegawai yang jujur dalam melayani penumpang.
- pegawai selalu mengucapkan salam pembuka pada awal pelayanan.
- pegawai selalu mengucapkan terimakasih diakhir pelayanan.
- penyambutan pegawai selalu tersenyum kepada penumpang.
- kemudahan mendapatkan kendaraan lain.
- fasilitas TV dan DVD yang dinikmati penumpang selama perjalanan.

## 6.2 Saran

Berdasarkan analisis data dan kesimpulan yang telah diungkapkan, maka dapat dikemukakan saran-saran untuk peningkatan kinerja Perusahaan DAMRI:

- a. Perusahaan damri perlu melakukan pemantauan terhadap perkembangan kualitas pelayanan damri untuk mengetahui indikator-indikator yang belum memuaskan penumpang sehingga bisa dilakukan perbaikan-perbaikan atas indikator-indikator tersebut.
- b. Untuk menjaga kenyamanan penumpang, maka perusahaan bus damri perlu menjaga kinerja positif yang sudah ditunjukkan beberapa atribut pelayanan yang dianggap penting oleh penumpang sehingga kedepannya konsumen lebih tertarik menggunakan armada bus damri.

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## Hasil Uji Reliabilitas Tingkat Kepentingan Keandalan (Reliability)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .845             | 4          |

### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p1 | 12.10                      | 5.417                          | .684                             | .804                             |
| p2 | 12.13                      | 5.735                          | .629                             | .827                             |
| p3 | 12.03                      | 5.583                          | .721                             | .787                             |
| p4 | 12.00                      | 5.843                          | .700                             | .798                             |

## Hasil Uji Reliabilitas Tingkat Kepentingan Kecepatan tanggapan (Responsiveness)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .846             | 5          |

### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p5 | 15.07                      | 9.658                          | .680                             | .809                             |
| p6 | 15.22                      | 9.883                          | .550                             | .843                             |
| p7 | 15.04                      | 9.234                          | .676                             | .809                             |
| p8 | 14.94                      | 9.064                          | .727                             | .795                             |
| p9 | 15.19                      | 9.368                          | .645                             | .817                             |

## Hasil Uji Reliabilitas Tingkat Kepentingan Jaminan (Assurance)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .889             | 6          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p10 | 19.04                      | 13.751                         | .728                             | .867                             |
| p11 | 18.94                      | 13.289                         | .739                             | .864                             |
| p12 | 18.94                      | 13.446                         | .712                             | .869                             |
| p13 | 19.10                      | 13.237                         | .735                             | .865                             |
| p14 | 19.08                      | 13.106                         | .751                             | .862                             |
| p15 | 18.94                      | 14.323                         | .574                             | .890                             |

## Hasil Uji Reliabilitas Tingkat Kepentingan Kepedulian (Empathy)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .879             | 5          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p16 | 14.76                      | 10.277                         | .717                             | .853                             |
| p17 | 14.56                      | 10.250                         | .795                             | .832                             |
| p18 | 14.66                      | 11.015                         | .732                             | .848                             |
| p19 | 14.40                      | 11.524                         | .686                             | .860                             |
| p20 | 14.61                      | 11.117                         | .637                             | .871                             |

## Hasil Uji Reliabilitas Tingkat Kepentingan KasatMata (Tangible)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .840             | 6          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p21 | 19.19                      | 16.132                         | .480                             | .839                             |
| p22 | 19.13                      | 14.139                         | .752                             | .785                             |
| p23 | 19.03                      | 14.864                         | .687                             | .800                             |
| p24 | 19.39                      | 15.993                         | .447                             | .848                             |
| p25 | 19.32                      | 14.917                         | .667                             | .804                             |
| p26 | 19.27                      | 14.580                         | .691                             | .798                             |

## Hasil Uji Reliabilitas Tingkat Kepuasan Keandalan (Reliability)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .829             | 4          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p27 | 11.98                      | 4.966                          | .674                             | .776                             |
| p28 | 11.98                      | 5.595                          | .596                             | .810                             |
| p29 | 12.10                      | 5.439                          | .677                             | .775                             |
| p30 | 12.08                      | 5.376                          | .680                             | .773                             |

## Hasil Uji Reliabilitas Tingkat Kepuasan Kecepatan tanggapan (Responsiveness)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .810             | 5          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p31 | 14.92                      | 7.016                          | .648                             | .757                             |
| p32 | 14.89                      | 8.167                          | .399                             | .832                             |
| p33 | 14.82                      | 6.934                          | .714                             | .736                             |
| p34 | 14.90                      | 7.507                          | .658                             | .757                             |
| p35 | 14.96                      | 7.481                          | .591                             | .775                             |

## Hasil Uji Reliabilitas Tingkat Kepuasan Jaminan (Assurance)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .878             | 6          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p36 | 18.60                      | 13.501                         | .569                             | .876                             |
| p37 | 18.61                      | 13.072                         | .717                             | .853                             |
| p38 | 18.70                      | 12.370                         | .762                             | .844                             |
| p39 | 18.78                      | 12.467                         | .714                             | .852                             |
| p40 | 18.74                      | 12.147                         | .691                             | .857                             |
| p41 | 18.57                      | 12.675                         | .667                             | .860                             |



## Hasil Uji Reliabilitas Tingkat Kepuasan Kepedulian (Empathy)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .794             | 5          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p42 | 14.96                      | 6.852                          | .605                             | .746                             |
| p43 | 14.87                      | 6.431                          | .698                             | .715                             |
| p44 | 14.84                      | 6.807                          | .586                             | .751                             |
| p45 | 14.78                      | 7.231                          | .511                             | .774                             |
| p46 | 14.91                      | 6.846                          | .488                             | .787                             |

## Hasil Uji Reliabilitas Tingkat Kepuasan KasatMata (Tangible)

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .815             | 6          |

### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| p47 | 19.13                      | 13.982                         | .592                             | .784                             |
| p48 | 19.17                      | 13.713                         | .566                             | .789                             |
| p49 | 19.32                      | 12.558                         | .613                             | .779                             |
| p50 | 19.54                      | 12.588                         | .607                             | .780                             |
| p51 | 19.30                      | 13.785                         | .556                             | .791                             |
| p52 | 19.26                      | 14.305                         | .549                             | .793                             |