

EVALUATION OF PUBLIC TRANSPORT IN KENDARI WITH IMPORTANCE PERFORMANCE ANALYSIS (IPA)

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ABSTRACT

This research aims to assess the public transportation service quality in Kendari, South East Sulawesi. Importance Performance Analysis (IPA) was used to analyze the quality of urban transportation services from users' perspectives in this study. The twenty-nine elements were classified into seven separate aspects involving Safety, Convenience, Security, Rates, Pollution, Regularity, Smoothness and Accuracy using a five-point Likert scale to assess service quality. A face-to-face survey using 440 respondents was conducted using a five-point Likert scale to understand the users' expectations and perceptions of service quality. The IPA, a strategic tool, is divided into four quadrants: (1) Concentrate Here; (2) Keep up the Good Work; (3) Low Priority; and (4) Possible Overkill, to identify the service attributes that need to be improved straight away, as well as those that aren't as important right now, those that are overrated, and the satisfactory criteria. Finally, the data visualization aid government authorities/agencies in identifying priority zones to improve public transportation service quality.

KEYWORDS: *Importance-Performance Analysis, Service Quality, Users' Expectations, Users' Perceptions, User Satisfaction, Kendari*

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