

ABSTRAK

Nasya Kayla Syahputri, 1218010143, 2025 : “Inovasi Pelayanan KAI Commuter Line Kartu Multi Trip Pada Stasiun Cawang DKI Jakarta”

Pelayanan publik di era digital menuntut peningkatan kualitas dan efisiensi, terutama dalam sektor transportasi. Di wilayah metropolitan seperti DKI Jakarta, kebutuhan masyarakat akan layanan transportasi yang cepat dan praktis terus meningkat. Salah satu upaya menjawab tantangan tersebut adalah melalui inovasi pelayanan berbasis teknologi, yaitu penggunaan Kartu Multi Trip (KMT) oleh PT KAI Commuter Line. di Stasiun Cawang, implementasi Kartu Multi Trip (KMT) masih menghadapi kendala seperti Pengisian saldo Kartu Multi Trip masih belum luas diberbagai *e-commerce*, masih ada kendala pada tap in atau tap out serta vending machine belum dapat digunakan secara optimal.

Penelitian ini bertujuan untuk mengetahui sejauh mana inovasi pelayanan KMT meningkatkan kualitas layanan transportasi publik di Stasiun Cawang. Fokus penelitian mengkaji dimensi inovasi berdasarkan teori Everett M. Rogers, yaitu *relative advantage*, *compatibility*, *complexity*, *triability*, dan *observability*.

Kerangka berpikir dalam penelitian ini menggabungkan konsep inovasi pelayanan publik dengan teori administrasi publik. Teori inovasi dari (Rogers, 2003) menjadi alat analisis utama untuk mengukur efektivitas Kartu Multi Trip (KMT) sebagai inovasi layanan, baik dari sisi kebaruan, kemudahan penggunaan, hingga penerimaan masyarakat terhadap perubahan tersebut.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Teknik pengumpulan data meliputi observasi, wawancara mendalam, dan dokumentasi. Informan dipilih melalui *purposive sampling*, terdiri dari petugas KAI dan pengguna Kartu Multi Trip (KMT) di Stasiun Cawang. Data dianalisis secara tematik berdasarkan lima indikator inovasi (Rogers, 2003).

Hasil penelitian menunjukkan bahwa Kartu Multi Trip (KMT) mampu meningkatkan efisiensi pelayanan dan kenyamanan pengguna. Dalam keberhasilan penuh masih menghadapi beberapa tantangan, salah satunya adalah keterbatasan dalam pengisian saldo yang hingga kini belum dapat dilakukan melalui berbagai platform *e-commerce*. Inovasi Kartu Multi Trip (KMT) tetap memberikan kontribusi positif dalam reformasi pelayanan publik berbasis teknologi.

Kata Kunci: Inovasi Pelayanan, Kartu Multi Trip, Transportasi Publik.

ABSTRACT

Nasya Kayla Syahputri, 1218010143, 2025 : “Service Innovation of Kereta Api Indonesia Commuter Line Multi-Trip Card at Cawang Station, DKI Jakarta”

Public service in the digital era demands improvements in quality and efficiency, particularly in the transportation sector. In metropolitan areas such as Jakarta, the public's need for fast and practical transportation services continues to grow. One effort to address this challenge is through technology-based service innovations, namely the use of the Multi-Trip Card (KMT) by PT KAI Commuter Line. At Cawang Station, however, the implementation of the Multi-Trip Card (KMT) still faces several obstacles, such as limited top-up options across e-commerce platforms, issues with tap-in or tap-out processes, and vending machines that have yet to function optimally.

This study aims to examine the extent to which the KMT service innovation improves the quality of public transportation services at Cawang Station. The research focuses on analyzing the dimensions of innovation based on Everett M. Rogers' theory, namely relative advantage, compatibility, complexity, trialability, and observability.

The conceptual framework of this study combines the concept of public service innovation with public administration theory. Rogers' theory of innovation (2003) serves as the main analytical tool to assess the effectiveness of the Multi-Trip Card (KMT) as a service innovation, in terms of novelty, ease of use, and public acceptance of the change.

This research employs a descriptive qualitative approach. Data collection techniques include observation, in-depth interviews, and documentation. Informants were selected using purposive sampling, consisting of KAI staff and KMT users at Cawang Station. The data were analyzed thematically based on the five indicators of innovation (Rogers, 2003).

The findings show that the Multi-Trip Card (KMT) has succeeded in improving service efficiency and user convenience. Nevertheless, several challenges remain, particularly the limited availability of top-up services, which are still not accessible through various e-commerce platforms. Despite these challenges, the KMT innovation continues to make a positive contribution to technology-based public service reform.

Keywords: Multi-Trip Card, Public Transportation, Cawang Station.