

RINGKASAN

Transportasi memiliki peran penting dalam peningkatan sarana dan prasarana publik karena sarana dan prasarana merupakan salah satu hal yang memegang peran penting dalam pembangunan suatu bangsa. Kebutuhan akan transportasi baik transportasi publik maupun pribadi di Indonesia semakin meningkat seiring dengan berjalannya waktu. Meningkatnya kebutuhan terhadap transportasi mendorong penyediaan kebutuhan transportasi publik harus dipenuhi dengan baik.

Kementerian Perhubungan melalui Direktorat Jenderal (Ditjen) Perhubungan Darat menginisiasi program *Buy The Service* (BTS) yang merupakan layanan jasa angkutan massal perkotaan berupa bus. Implementasi program BTS di Kabupaten Banyumas yaitu dengan pengadaan moda transportasi bus Trans Banyumas yang bertujuan untuk mengoptimalkan penggunaan kendaraan umum sehingga dapat mengurai kepadatan lalu lintas di Kabupaten Banyumas. Diharapkan dengan adanya Trans Banyumas dapat meningkatkan penggunaan transportasi publik oleh masyarakat sekaligus masyarakat turut serta menyukseskan program ini. Perlu adanya partisipasi masyarakat dalam pengembangan program agar program tersebut berjalan dengan efektif.

Penelitian ini bertujuan untuk mengetahui adakah pengaruh yang positif dan signifikan antara partisipasi masyarakat terhadap efektivitas program *Buy The Service* (BTS) di Kabupaten Banyumas. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan survey. Data yang dikumpulkan meliputi data primer dan data sekunder dengan metode pengumpulan melalui kuesioner, dokumentasi, dan observasi. Berdasarkan perhitungan dengan rumus slovin jumlah sampel terhitung yaitu 100 responden dengan tingkat kesalahan 10 persen dan tingkat kepercayaan 90 persen berdasarkan teknik *accidental sampling*. Uji validitas dan reliabilitas data secara berurutan dilakukan menggunakan teknik korelasi *product moment* dan *alpha cronbach*. Analisis data dilakukan menggunakan teknik korelasi *kendall tau-c* dan regresi ordinal.

Hasil penelitian ini menunjukkan bahwa: (1) Variabel partisipasi masyarakat mempunyai hubungan yang signifikan terhadap efektivitas program yang dibuktikan melalui analisis korelasi Kendall Tau-c sebesar 0,684 berarti ada korelasi yang kuat antara partisipasi masyarakat dengan efektivitas program dengan arah yang positif. Artinya, semakin tinggi partisipasi masyarakat, maka semakin tinggi efektivitas program dan sebaliknya. (2) Variabel partisipasi masyarakat mempunyai pengaruh yang positif dan signifikan terhadap efektivitas program yang dibuktikan melalui hasil analisis Regresi Ordinal diketahui partisipasi masyarakat mempunyai pengaruh yang positif dan signifikan terhadap efektivitas program, dengan nilai koefisien regresi sebesar 0,526 atau 52,6 persen. Hipotesis tersebut menyatakan bahwa partisipasi masyarakat mempunyai pengaruh yang positif dan signifikan terhadap efektivitas program *Buy The Service* (BTS) di Kabupaten Banyumas dapat diterima.

Kata Kunci : Partisipasi Masyarakat, Efektivitas Program, Program *Buy The Service* (BTS)

SUMMARY

Transportation has an important role in improving public facilities and infrastructure because facilities and infrastructure are one of the things that play an important role in the development of a nation. The need for transportation, both public and private, in Indonesia is increasing over time. The increasing need for transportation encourages the provision of public transportation needs to be fulfilled properly.

The Ministry of Transportation through the Directorate General of Land Transportation initiated the Buy The Service (BTS) program, which is an urban mass transportation service in the form of buses. The implementation of the BTS program in Banyumas Regency is by procuring a Trans Banyumas bus transportation mode which aims to optimize the use of public transportation so that it can reduce traffic density in Banyumas Regency. It is hoped that the existence of Trans Banyumas can increase the use of public transportation by the community as well as the community participating in the success of this program. There needs to be community participation in program development so that the program runs effectively.

This study aims to determine whether there is a positive and significant influence between community participation on the effectiveness of the Buy The Service (BTS) program in Banyumas Regency. This study uses a quantitative research method with a survey approach. The data collected includes primary data and secondary data by collecting methods through questionnaires, documentation, and observation. Based on calculations using the slovin formula, the number of samples counted is 100 respondents with an error rate of 10 percent and a confidence level of 90 percent based on accidental sampling techniques. Test the validity and reliability of the data sequentially carried out using the product moment correlation technique and Cronbach's alpha. Data analysis was performed using the Kendall tau-c correlation technique and ordinal regression.

The results of this study indicate that: (1) The community participation variable has a significant relationship to program effectiveness as evidenced by the Kendall Tau-c correlation analysis of 0.684 meaning that there is a strong correlation between community participation and program effectiveness in a positive direction. That is, the higher the community participation, the higher the effectiveness of the program and vice versa. (2) The community participation variable has a positive and significant influence on program effectiveness as evidenced through the results of Ordinal Regression analysis, it is known that community participation has a positive and significant influence on program effectiveness, with a regression coefficient value of 0.526 or 52,6 percent. The hypothesis states that community participation has a positive and significant influence on the effectiveness of the Buy The Service (BTS) program in Banyumas Regency which is acceptable.

Keywords : Community Participation, Program Effectiveness, Buy The Service (BTS) Program