

RINGKASAN

Car free day atau hari bebas kendaraan bermotor adalah sebuah program Dinas Perhubungan Kabupaten Banyumas yang bertujuan untuk menambah ruang terbuka hijau (RTH) yaitu untuk meningkatkan kualitas lingkungan serta penghematan konsumsi bahan bakar yang intinya mengurangi polusi udara di Purwokerto. Dalam pelaksanaannya, *car free day* di Purwokerto masih terdapat beberapa permasalahan, antara lain ketepatan jadwal selesainya *car free day*, tataan parkir yang tidak rapih. Tujuan penelitian ini adalah untuk mendiskripsikan kepuasan masyarakat pengunjung *Car Free Day* di Purwokerto Studi Pada Pelaksanaan Perda Kabupaten Banyumas No. 10 Tahun 2011 mengenai setiap wilayah wajib menyediakan 30% Ruang Terbuka Hijau (RTH).

Penelitian ini termasuk jenis penelitian deskriptif dengan pendekatan kuantitatif yang dilakukan sekitar kawasan *car free day* di alun – alun Purwokerto. Responden dalam penelitian ini adalah para pengguna program *car free day* di kawasan alun – alun Purwokerto. Teknik pengumpulan data yang digunakan dengan melakukan observasi, kuesioner, dan dokumentasi. Teknik analisis menggunakan analisis deskriptif kuantitatif yaitu penelitian yng dilakukan terhadap variabel mandiri, yaitu tanpa membuat perbandingan atau menghubungkan dengan variabel lain.

Hasil penelitian menunjukkan pelaksanaan *car free day* di Jalan Jend Soedirman Purwokerto dilihat dari kepuasan masyarakat yang dikemukakan oleh Garvin secara keseluruhan sudah dilaksanakan namun masih terdapat kendala. Sasaran dan tujuan sudah tercapai namun beberapa standar kebijakan masih belum tercapai dalam 7 aspek yaitu kinerja (*performence*), kesesuaian desain spesifikasi (*conformance of spesification*), ciri – ciri atau keistimewaan (*features*), keandalan (*reliability*), estetika (*esthetic*), kualitas yang dipersepsikan (*perveied qulity*), dan *service abilty*.

Kata kunci : kepuasan, *car free day*

SUMMARY

Car free day is a program which is held by Banyumas Regency Department of Transportation that aims to increase the green-open space (Ruang Terbuka Hijau) or (RTH). Specifically, it also aims to improve the environment quality and fuel consumption savings that essentially reduce air pollution in Purwokerto. In implementation, there are still some problems on the car free day in Purwokerto. They are the completion schedule accuracy and park settings that are not neatly. The purpose of this study is to describe people's satisfaction as Car Free Day visitors in Purwokerto. Study is on Implementation of Banyumas Regency Regulation No. 10 Year 2011 regarding each area is required to provide 30% of green open space (RTH).

This research is included as descriptive research with quantitative approach that carried around car free day area in the Purwokerto Main Square. Informants in this study were the participants of car free day program in the area of the Purwokerto Main Square. Data collection techniques was obtained by observation, questionnaire, and documentation. The Analysis technique that was used is quantitative-descriptive analysis which means the research is done on the independent variable, i.e the technique which is done without making comparisons or connect to other variables.

The result shows that the implementation of car free day at Jalan Jenderal Sudirman, Purwokerto which viewed from people satisfaction expressed by Garvin as an entirety has carried out but there are still obstacles. The goals and objectives have reached but some of standard policies were still not reached yet in seven aspects, i.e performance, the suitability of the design specification (conformance of specification), characteristics or privileges (features), reliability, aesthetic, perceived quality, and service ability.

Keywords: satisfaction, car free day