

ABSTRACT

Research and implementation of the Kansei Engineering has been done by the product developers for the current products on a wide range of products oriented to consumer choice. One topic has been discussed is public transportation that focuses on improving the travel experience. This study discusses the role of Kansei Engineering to design the products and services of travel experience in public transportation based on the experience factor identification. In Indonesia, improvement of travel experience programmed into the strategic plan of PT Kereta Api Indonesia (KAI) through reduction of train classes. This affects the interior design of train class, especially the design of the passenger seat. With the trend of Kansei Engineering research and strategic plan of PT KAI, this study discusses how the role of Kansei Engineering in the design of the passenger seat to improve the travel experience. The research starts from the collection of Kansei Words and product samples as the representation of customer perception related to train passenger seats. By using KJ method, Kansei Words are into technical specifications through a tree diagram with qualitative treatment. The technical specifications visualized through CAD modeling into the design concept of the passenger train. The result of this study proves that Kansei Engineering can be used to design the railroad passenger seat as an effort to increase travel experience in public transportation.

Keywords: Kansei Engineering, public transportation, travel experience, passenger seat, KJ method, technical specifications