

## **ABSTRACT**

*PT. Kereta Api Indonesia (Persero) is a company that does not have direct competitors but have indirect competitors who provide substitute services, such as bus and travel. Ciremai airport express train freight train majors Bandung - Cirebon and vice versa. Ciremai Express train is interesting to study because the route had many competitors, relating to the opening of cikampek-palimanan toll road the estimated passengers trying cikampek-palimanan toll road which led to a decrease in the number of passengers. Quality of service is carried out by the Ciremai Express Train expected to improve user satisfaction Ciremai Express Train Users.*

*The purpose of this study to find out how the Service Quality, how customer satisfaction, and how much influence the Service Quality to the customers satisfaction. This research is quantitative descriptive, data were collected through questionnaires of 400 respondents were obtained using Bernoulli approach.*

*The research shows the value of the Service Quality of 79.40% in the high category, while the value of customer satisfaction by 80.91% in the high category. Effect of Service Quality on Customer Satisfaction of 31.1% while the remaining 68.9% is explained by other variables that are not described in the model proposed in this study. In this study, also obtained by linear regression equation is  $Y = 7.890 + 0,240X$ . Which means that if the Service Quality increased by 1, then the Customer Satisfaction of 8.13.*

**Keyword:** *Service Quality, Customer Satisfaction, Ciremai Express Train*