ABSTRACT

PT. Kereta Api Indonesia (Persero) is a train transportation services company that stood since 28 september 1945. PT. KAI has a great chance to monopolize the rail market. But in August to October 2011 passenger complaints continue to rise. This requires that PT. KAI to upgrade and repair service.

PT. KAI will upgrade and improve the service station first. Because station is the first interface that will be seen when it comes to passengers using train transportation services. To increase and improve services, PT. KAI require measurement method of service for repair service stations. To carry out these improvements PT. KAI need to design evaluation and measurement methods using Integration Importance Performance Analysis and KANO Model.

Importance Performance Analysis Integration Methods and Models KANO functions to determine improvement priorities that must be done by. KAI. Therefore, with this method PT. KAI to know the priority repair services, especially at the station. This is certainly easier PT. KAI in improving services to be performed.

Integration Importance Performance Analysis and KANO Model Methods is a combination of IPA matrix and category KANO. The results of the IPA matrix is differentiating service attributes into 4 quadrants, the quadrant 1 keep up the good work, possible overkill quadrant 2, quadrant 3 low priority, and concentrate here quadrant 4. Later models have 6 categories KANO, namely the category attractive, must be, one-dimensional, indifferent, reverse, and questionable. Importance Performance Analysis and Integration KANO Model produce improvement priorities based on priority and priority KANO IPA.

Priorities IPA is a higher priority quadrant 4 than quadrant 1, while the other two quadrants do not need to be repaired. Service attributes in quadrant 4 is the attribute of the service that has a high interest rate with a low level of true performance. Then the service attributes in quadrant 1 is the attribute of the service with a high level of interest and offset by the reality of peak performance.

Priority Must be KANO is a category, then One-dimensional, then the last Attractive. Service attributes on category Must be an attribute of the service if any, passengers will feel normal, but if not, passengers will feel disappointed. Attributes service on One-dimensional category is an attribute service if any, passengers will feel very happy, but if not, passengers will feel disappointed. Then the category of service attribute is an attribute Attractive services if any, passengers will feel very happy, but if not, passengers will feel normal.

Keywords: Importance Performance Analysis, KANO Model, Integration Importance Performance Analysis and KANO Model