

ABSTRACT

Indonesian tourism activities have begun to grow and develop, and have begun to become a trend and lifestyle in the community. There are a lot of transport mode options that will be used to travel and travel is the second largest mode of transport which is chosen by the archipelago. The number of travel use as a mode of transportation used in the travel makes the number of companies that open the travel business, so the occurrence of competition is quite tight. With the competition, each company will compete to provide excellent performance in order to satisfy its customers. The purpose of this research is to know how much customer satisfaction level of the quality of service provided by PT Gumbira Wana Indonesia. Data collection is conducted through the dissemination of questionnaires to 100 consumers at PT Gumbira Wana Indonesia and also interviews to the management of the company. The research method used in this research is a quantitative descriptive analysis and with the technique of data analysis used that is the method of Importance Performance Analysis (IPA). The results of this research show that the level of consumer expectations at PT Gumbira Wana Indonesia has a percentage value of 82.75%. While the level of reality obtained by PT Gumbira Wana Indonesia gained a value of 81.25%, and obtained a conformity rate of 98.19%.

Keywords: Customer satisfaction, IPA method