

## **ABSTRACT**

DKI Jakarta, which is the capital city of Indonesia is city with a traffic jam number 7 in the world. Therefore, the government provides mass transportation solutions in the form of Mass Rapid Transportation (MRT) Jakarta with hope that it can unravel congestion and become a safe and comfortable transportation for the society. However, in fact there are still many complaints about the services provided by MRT Jakarta and affect customer satisfaction.

The purpose of this research is to demonstrate importance performance analysis as a decision-making tool for transportation industry in term of customer satisfaction and to assess the performance of MRT Jakarta in performing their services to satisfy their customers. This research use quantitative descriptive and Importance Performance Analysis method to measure the level of customer satisfaction through measurements of customer expectation and reality. The sample of 100 respondents were obtained based on the sampling criteria which is only people who have used MRT Jakarta at least one time that can fill the questionnaire.

Based on the Descriptive Analysis results, the reality of customer satisfaction on products/services provided by MRT Jakarta as a whole is in the “Good” category which has a percentage score of 77.6%. While, the expectation of customer satisfaction on products/services provided by MRT Jakarta as a whole is in the “Good” category which has a percentage score of 79.7%. And based on the Importance Performance Analysis (IPA) results in this research, the company of MRT Jakarta can map into 4 quadrants such as: needs to be improved, to be maintained, to be kept and to be reduced as an effort to increase customer satisfaction. MRT Jakarta can use the results of this Importance Performance Analysis to improve performance by paying attention to the attributes that need to be improved, maintained and transferred resources to increase customer satisfaction.

**Keywords:** Customer Satisfaction, Importance Performance Analysis, MRT Jakarta.