

ABSTRACT

Transportation is an inherent facet of human existence, facilitating the movement of both individuals and goods from one locale to another. This process, commonly referred to as transportation, serves as the conduit through which people and commodities traverse the dimensions of space and time. Operating as a pivotal public service, transportation assumes a paramount role within societal constructs. However, prevailing circumstances reveal that a substantial proportion of public transport enterprises in Indonesia primarily prioritize service provision as a tangible outcome. In essence, their operational endeavors are predominantly geared towards the conveyance of passengers or the provisioning of transportation capacity. Regrettably, customers' prevailing inclinations lean towards mere service reception, oftentimes without a commensurate consideration for aligning their offerings with the discernible requisites of the clientele, thereby evincing a deficiency in true customer orientation. This research aims to explore the needs and desires of consumers, encompassing their perceptions and expectations of the luxury sleeper train service provided by PT Indonesian Railways. The data analysis technique employed is the value proposition design using a descriptive qualitative research approach. The value proposition design is utilized to specifically identify the targeted customers based on problem definition, needs, desires, and customer pain points. The outcomes of this research encompass a value proposition design comprising customer jobs, customer pains, and customer gains within the luxury sleeper train segment of PT Indonesian Railways. This framework addresses issues, needs, desires, and potential customer concerns, providing insights into crafting an effective service offering. Based on the outcomes of this investigation, the researcher aspires for this study to serve as a cornerstone for corporate entities in formulating value propositions that align with the expounded value proposition design. This, in consequence, would empower PT Indonesian Railways to adeptly address consumer desires and requirements, thereby fostering an elevated degree of customer loyalty towards the enterprise's services and products. The

discernments gleaned from this inquiry stand poised to provide strategic guidance to the organization, enabling a more adept and responsive accommodation of customer preferences, thereby culminating in an enhanced sphere of customer satisfaction and allegiance.

Keywords: Customer Profile, Value Proposition Design, Customer