

ABSTRACT

A country's economy is greatly influenced by several factors, one of which is transportation. This sector plays an important role in encouraging, supporting and driving a country's economic growth, as a result this sector has a big influence on all aspects of life in a country. The increasing diversity of transportation companies such as trains, planes, busways, Go-Jek, Grab, Travel, Taxi , etc., there is intense competition in the transportation industry today. Companies must continuously improve their services to stay ahead of the competition. Railway transportation in Indonesia is managed, provided and supervised by PT. Indonesian Railways (Persero). This means that the PT. KAI company must provide the best service to its prospective passengers. In terms of improving service, this research can provide insight into aspects that need to be improved or enhanced to achieve sustainable customer satisfaction. Marketing is an activity, a series of institutions and processes for creating, communicating, delivering and exchanging offers that are valuable to customers. , clients, partners and the general public Service quality is a dynamic condition related to products, services, human resources, processes and the environment that at least meets or even exceeds the expected service quality. Importance performance analysis aims to measure the relationship between customer perceptions and priority of improving the quality of services or products. The type of research used in this research is descriptive and quantitative using the Importance Performance Analysis (IPA) method with the sample being train service users at Bandung station and the sampling technique used is purposive sampling. The main priority for improvement is in quadrant A which has 7 indicators, namely toilet cleanliness (X.6), officers' ability to provide the best service to passengers (X.10), safety and comfort when getting on and off the train (X.18) , Availability of 24-hour officer assistance services (X.24), Availability of parking space (X.5), Officers are polite and friendly in providing services (X.25), Availability of ticket machines (X.2) and Speed of officers in responding to complaints (X.14). Service quality performance which is categorized as good is found in quadrant B, namely (X.1) condition of train stations and carriages, (X.9) accuracy of train schedules, (X.13) speed of officers when needed on trains and stations, (X.17) safety and comfort when at the station or carriage and (X,23) employee willingness to serve priority passengers. Not all service quality from Bandung station is said to be good. There are still several indicators that need to be improved. Suggestions for the station to improve the performance and service provided by its officers and improve user satisfaction, this station must take several improvement steps based on the findings of this research.