

ABSTRACT

Transportation is an important need, one of which is a fast train, this is known by data from Databoks which explains that the increasing interest from time to time is one of the important factors to support the economy. However, the increasing need is not balanced with adequate public transportation facilities, one of which is the *Premium Economy Class* (Whoosh) fast train passenger seat, as a result many users still feel uncomfortable. Because the seat is one of the important components in providing comfort and satisfaction for passengers, it is necessary to design passenger seats that are in accordance with the needs and desires of passengers so that users do not feel a negative experience by increasing comfort in the *Premium Economy Class* (Whoosh) seat.

This study applies the Kansei Engineering type 1 method which focuses on the needs and desires of users based on the voice of the user or the feelings of the user and then processed into Kansei Word. The Kansei Word that has been collected will be tested and reduced which will then produce the specifications of the design made. This study was conducted on people domiciled in Bandung who have or often use *Premium Economy Class* (Whoosh) seats. Data from respondents was then processed together with 13 Kansei Words used to design *Premium Economy Class* (Whoosh) seats. The results of the implementation of Kansei Engineering in this study are in the form of invasions and features embedded in the *Premium Economy Class* (Whoosh) chair design such as back support, cup holders, separate dining tables, and other features that can increase comfort for users. With the new design based on the RULA test, a score of 2 was obtained, which means that the chair is ideal.

Keywords – Kansei Engineering, Passanger Seat, Fast Train, Premium Economy Class.