ABSTRACT

Analysis on the Customer Satisfaction Toward the Services of Pakuan Express Train
Bambang Hengky Rainanto

The aims of this study are to identify the customer satisfaction toward the service of Pakuan Express train and to find out the factors influencing the customer satisfaction. Data are obtained from 100 passengers of Pakuan Express train for about one month period.

The result of the Importance-Performance Analysis shows that 27 attributes are scattered on four quadrants. On Quadrant A (Main Priority), there are 9 attributes, which need to be improved, i.e.: the suitability of the ticket tariff with the service; the fast response toward any problem occurring during each trip; the response toward the passengers’ complaints; the provision of important information for the passengers. The officers of Pakuan Express train are not allowed to accept bribery. They should handle the stone throwing done by the outsiders; handle the illegal passengers; give attention to the handicapped, pregnant, and senior passengers.

Quadrant B displays 7 attributes whose achievements need to be maintained, i.e.: the sanitary and neatness of Pakuan Express train; the completeness of the supporting facilities of the train; the provision of seat numbers and departure schedules on the tickets; the punctuality; the safety of passengers from the risks of collision, sliding railway, broken cable, and electric blackout; the provision of comfort for the passengers of the train; and the provision of security for the passengers from pick-pocketing and theft in the train.

On Quadrant C, there are 3 attributes solving low priorities, i.e.; the law and order of Pakuan Express train during its halt in the station; the managing of the law and order of the passengers during any commotion caused by fellow-passengers; and the overcoming of gambling in the train.

On Quadrant D, there are 8 attributes showing excessive or satisfying values. The attributes are: the sanitary and neatness of the dress of Pakuan Express train’s conductor; the arrangement of the AC temperature; the suitability of the passengers’ needs with the trip schedules of the train; the suitability of the passengers’ needs with the location of departure and arrival station; the ease of ticket purchasing; the ability and competence of the employees of PT KAI; the managing of law and order in distributing seat; and the provision of security from the sexual harassment.