



SUMMARY

NURAENI. Evaluation Service Quality Dry Port (Case Study : Cikarang Dry Port). Supervised by LUKY ADRIANTO and SUKARDI.

Export import an important activity for local economic activity, it will take a multimodal integrated transport solutions both in terms of facilities and regulations (laws and policies) are able to serve and handle various activities concerning the export and import it self. The background of the development of the dry port or inland port is as a solution supporting import-export activities with the use of containers and to serve the needs of commerce hinterland (hinterland).

The main purpose of this research paper is to determine the level of service quality and marketing strategies implemented by Cikarang Dry Port (a case study). This research analyses applied Importance Performance Analysis (IPA), Quadrant *Importance Performance Grid*, *Customer Satisfaction Index (CSI)* and GAP analyse to find out the quality of the services. In this research, the researcher tried to formulate the strategies for the company in order to increase the utility of the dry port services by using the IFE and EFE matrix method, Internal-External matrix, TOWS/SWOT matrix, and *Quantitative Statagic Planning Matriks (QSPM)* matrix.

Based on the calculation results, the Customer Satisfaction Index in Cikarang dry port is at 71.85%. From 33 variables questions Importance Performance Grid, 9 variables was obtained in quadrant 1; 9 variables in quadrant 2; 10 variables in quadrant 3; and 5 variables in quadrant 4. The result of Internal-External matrix calculation showed that the strategy position is at 1 which means it fits with the growth development. As for TOWS/SWOT matrix is on *Weakness-Threats (WT)* strategic. Based on the QSPM calculation, it showed that the bes alternative to improve the utilization of Cikarang Dry Port by the user (*freigh forwarder/EMKL*) is by conducting massive marketing.

Keywords: *cikarang dry port, evaluation, quality service, marketing strategy*

