

ABSTRACT

The opening of the toll Cipularang that connects Jakarta - Bandung, have a increase mobility Jakarta - Bandung. This phenomenon also opens up new business competition, the competition between travel businesses that using benefit from access to the toll road. One of the travel business is Baraya Travel.

This research use Importance Performance Analysis Methods. This research type is descriptive research and the scale which use in this research is ordinal scale. This research is a quantitative and descriptive study used scale is ordinal scale, Sample collection method using nonprobability with incidental sampling technique. The sample in this study were 100 respondents. Making method using a non-probability sample with incidental sampling technique, observation methods in this research using interwies and questionnaires. After that, the data processed by using SPSS 20 to get comparison of performance and customer expectations. And the final result is described in diagram kartesius.

The results of measuring the level of customer satisfaction in this study is that consumers are not satisfied with the services provided by Baraya Travel. While in the measurement of the level of consumer expectations, consumers have high expectations of service Baraya Travel.

Measuring the level of customer satisfaction can be seen from the calculation of the Consumer Satisfaction Index (CPI). Results of the calculation of the Consumer Satisfaction Index (CPI) is Tangible (0.96), Reliability (0,96), Responsiveness (0.99), Assurance (0.91) and Emphaty (0.75).

The attributes should be corrected are: Convenience waiting room, the number of automobile Baraya Travel, driver appearances, Baraya Travel departure schedules, service complaining Baraya Travel and the pleasant of Officer Baraya Travel.

Keywords : Customer Satisfication, Customer Expectation, Importance Performance Analysis

