

## **ABSTRACT**

*Many alternatives provided by every company in the field of shuttle travel service, creating different aspect of values. Baraya is one of the company which can gives lowest price available to the consumer in the market. But pricing is not the only point of consideration to be maintained. Service quality has to be analyzed deeper using importance performance analysis, to determine which attributes of service quality that has to be kept at certain level and which has to be increased, according to the importance and performance level of customer satisfaction.*

*This research aims to determine the quality of services and satisfaction levels using quantitative method with descriptive type of research, non probability sampling method, purposive sampling technique, and using importance performance analysis to analyze data. a total sample of 385 who are consumers of Baraya travel.*

*The result on this research of Importance Performance Analysis is there some attributes that should be a priority is how to respond to consumer demand and gives an personal attention to consumer of Baraya Travel. then the result of the Customer Satisfaction Index shows that consumer of Baraya Travel has been satisfied.*

*Keyword: service quality, importance performance analysis, customer satisfaction index*