

ABSTRACT

This study focuses on Transjakarta Corridor I, aiming to measure customer satisfaction, identify factors that need improvement, and provide recommendations to enhance service quality. Passenger satisfaction is measured using the Customer Satisfaction Index (CSI) method, while the identification of improvement factors is conducted through the Importance Performance Analysis (IPA) method. Passenger satisfaction with Transjakarta Corridor I services is assessed through 11 variables consisting of 24 attributes. The study results show a CSI score of 82.712%, indicating that customers are satisfied with the provided services. Factors needing improvement, based on attributes in quadrants II and III of the IPA method, include waiting time, travel time, station comfort, and schedule adherence in quadrant II, as well as bus congestion, noise inside the bus, availability of seating at stations, cleanliness at stations, bus seats, and complaint/feedback handling in quadrant III. Recommended improvements include increasing the number of buses, adding seating at stations, expanding stations, implementing an effective queuing system, installing GPS on buses, providing adequate trash bins, implementing a regular cleaning schedule, reviewing ergonomic seat design, performing regular seat maintenance, and providing clear communication channels for complaints.

Keywords: *customer satisfaction, service quality, CSI, IPA*