

**ANALISIS KINERJA STASIUN KERETA API DENGAN METODE
IMPORTANCE PERFORMANCE ANALYSIS (IPA) DAN CUSTOMER
SATISFACTION INDEX (CSI)
(Studi Kasus Stasiun Kereta Api Garut)**

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ABSTRAK

Stasiun Kereta Api Garut merupakan stasiun kelas II yang kembali dioperasikan pada 24 Maret 2022 dan berperan penting dalam mendukung mobilitas masyarakat di Kabupaten Garut. Seiring dengan meningkatnya aktivitas penumpang, diperlukan evaluasi terhadap kualitas pelayanan dan fasilitas stasiun untuk memastikan kesesuaian dengan Standar Pelayanan Minimum (SPM) Peraturan Menteri Perhubungan Nomor 63 Tahun 2019 serta mampu memenuhi harapan pengguna jasa. Penelitian ini bertujuan untuk menganalisis kinerja pelayanan dan fasilitas berdasarkan persepsi pengguna jasa, mengidentifikasi atribut yang menjadi prioritas peningkatan, serta merumuskan rekomendasi perbaikan pelayanan. Penelitian ini menggunakan metode *Importance Performance Analysis* (IPA) dan *Customer Satisfaction Index* (CSI) dengan jumlah responden sebanyak 100 orang. Data diperoleh melalui kuesioner dan dianalisis untuk mengetahui tingkat kinerja, tingkat kepentingan, serta tingkat kesesuaian pelayanan. Hasil penelitian menunjukkan bahwa tingkat pemenuhan Standar Pelayanan Minimum mencapai 95,45% dan berada pada kategori sangat baik. Namun, nilai rata-rata tingkat kepentingan sebesar 4,36 lebih tinggi dibandingkan nilai rata-rata tingkat kinerja sebesar 3,97, sehingga terdapat kesenjangan antara harapan dan pelayanan yang dirasakan. Nilai *Customer Satisfaction Index* sebesar 79,41% menunjukkan bahwa pengguna jasa berada pada kategori puas, namun masih diperlukan peningkatan berkelanjutan pada atribut prioritas utama agar tingkat kepuasan dapat meningkat secara optimal.

Kata Kunci: *Customer Satisfaction Index*, *Importance Performance Analysis*, kepuasan pengguna jasa, pelayanan stasiun, Standar Pelayanan Minimum.

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**PERFORMANCE ANALYSIS OF RAILWAY STATIONS USING THE
IMPORTANCE PERFORMANCE ANALYSIS (IPA) AND CUSTOMER
SATISFACTION INDEX (CSI) METHODS
(Case Study Of Garut Railway Station)**

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ABSTRACT

Garut Railway Station is a Class II railway station that was reactivated on March 24, 2022, and plays an important role in supporting community mobility in Garut Regency. Along with the increasing number of passengers, it is necessary to evaluate the quality of station services and facilities to ensure compliance with the Minimum Service Standards regulated under the Minister of Transportation Regulation Number 63 of 2019 and to meet passenger expectations. This study aims to analyze the performance of services and facilities based on passenger perceptions, identify attributes that become priorities for improvement, and formulate service enhancement recommendations. The research employs the Importance Performance Analysis and Customer Satisfaction Index methods with a total of 100 respondents. Data were collected through questionnaires and analyzed to determine the level of performance, importance, and service conformity. The results indicate that the fulfillment level of the Minimum Service Standards reached 95.45% and falls into the very good category. However, the average importance score of 4.36 is higher than the average performance score of 3.97, indicating a gap between expectations and perceived service performance. The Customer Satisfaction Index value of 79.41% shows that passengers are generally satisfied, yet continuous improvement in priority attributes is required to further enhance overall satisfaction.

Keywords: *Customer Satisfaction Index, Importance Performance Analysis, passenger satisfaction, railway station service, Minimum Service Standards.*

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