

## **ABSTRACT**

### **PERFORMANCE ANALYSIS OF SUDIMARA STATION SERVICE FACILITIES ON PASSENGER SATISFACTION**

*This research discusses the analysis of service quality levels on passenger satisfaction at Sudimara Station, South Tangerang. This study uses Cartesian analysis methods to determine the priority of service attribute improvements. Data was collected through questionnaires and field surveys filled out by station passengers.*

*The research results show that the attribute of staff treating consumers attentively has a performance level above average, but its importance is low. Other attributes, such as staff speed, ease of obtaining information, and serving accurately without hesitation, have high performance levels and significant importance. Based on these results, it is recommended to prioritize improving attributes that have below-average performance levels but high importance, such as staff treating consumers attentively.*

*This research is expected to contribute to the sustainable development planning of transportation stations and enhance passenger satisfaction. The study also discusses several aspects related to timing and information accuracy. Intensive staff training programs and the implementation of stricter quality management systems could be effective initial steps. Strength in handling customer complaints should be viewed as a strategic asset. Management might consider allocating more resources to this area, possibly by enhancing the capabilities of the customer service team or developing a more sophisticated complaint handling system.*

**Keywords:** *Performance, Satisfaction level analysis, Electric Rail Train (KRL), Importance performance analysis*