

## **ABSTRACT**

### **PUBLIC SATISFACTION INDEX OF PT KAI SERVICE (Case Study of Economy Class in Station Tanjungkarang Bandar Lampung)**

**BY**

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This research aims to find out and analyse the extent of the public satisfaction index of PT. KAI service of economy class in Station of Tanjungkarang Bandar Lampung. Data analysis from these public satisfaction index can be an assessment of the material elements of the service still needs improvement and to motivator to each unit of service providers to improve the quality of service.

Research methods used in this research is quantitative methods, with a population that is the economy class train passengers in the city of Tanjungkarang Bandar Lampung Station. The sample, which the respondents in this study as many as 150 respondents. While the technique of sampling in this research is to use accidental sampling. In this study using analytical techniques descriptive statistics, the data is performed using the Community's satisfaction index value is calculated using the weighted average value of each item of service.

Based on the results of the study it can be concluded that the public satisfaction index of PT. KAI service of economy class in Station of Tanjungkarang Bandar Lampung achieve 63,25 with categories either. The elements that must be considered and made a top priority for improvement of PT KAI in the city of Tanjungkarang Bandar Lampung Station based on the Cartesian diagram calculation precision of schedule among other departing and arriving trains, timekeeping ticket purchase process, conformity Tanjungkarang in the station waiting room, the availability of complementary facility services (WC/toilet and canteen) at the station of Tanjungkarang, availability of the complementary service facilities (WC/toilet and canteen) inside the train the Ministry of security, the existence of scalpers, and politeness and hospitality by the staff of the Ministry. While other elements which need to be maintained and improved so that the Ministry can match the expectations of the community

**Key Word : Public Satisfaction, Public Transportation, Quality of Service**