

ABSTRACT

INOVATION AT TRAIN SERVICES

(Study at PT Kereta Api Indonesia Division Regional III.2 Tanjung Karang)

By

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Nowadays services quality become one of the important thing in all area including in services of public transportation and one of them in train services. Inovations at train service company have purposes for increase quality of services and to gain people trust to PT KAI from bad image in services. The management of public services in PT KAI in order to make it comfortable and safe has not managed seriously by the government.

The purposes of this study are to describe and analysis innovations in train services in order to increase the quality services for public. This study is using descriptive analytic method. The methods for collecting data in this study were depth interview, observation and study documentation.

The result of the study describe the innovations undertaken by PT KAI Regional Division III.2 Tanjung Karang in order to improve the quality of care has not shown positive results as expected. Although the number of users increases every year railway services, but it is not shown that the railway services to be chosen by the public. The reasons are (a). Human resources employed by PT KAI Divisi Regional III.2 Tanjung Karang are still less competence (b). The innovations have not rapidly satisfy the need of people to have good transportation.

Key words: Public transportation, Quality of Services, Reformation in Public Services and Innovation.