

## **ABSTRACT**

*Public Passenger Car (MPU) is the operation of transport system consisting of the fleets with a large bus size for major transport, medium-size buses for branch transport, and small buses for sub-branch transport.*

*The aim of the research was to recognize and analyze the expectation level of MPU operators, owners, and service users to the performance of the service-based business strategy in the MPU of Semarang City on the quality perception of service quality, tariff, and route. The analysis on the levels of interest and performance in five dimensions of service quality and the perception of the tariff and the route was used to measure the MPU's expectation and performance.*

*The analysis of the research data was conducted using qualitative-descriptive method to answer the problems of the expectation level of MPU operators, owners, and service users concerning the performance of the service-based business strategy in the MPU of Semarang City on the quality perception of service quality, tariff, and route. Therefore, the Importance Performance Analysis was used with Cartesian diagram. The research samples were 200 respondents consisting of 100 respondents of MPU users in Semarang City and 100 respondents of MPU operators and owners in Semarang City.*

*The research results of the levels of expectation and performance of MPU operators and owners in Semarang City did not meet the expectation of the operators, owners, and users of MPU in Semarang City so that the operators and owners of MPU should immediately make a strategy to improve the dimensions of reliability and tangibility in quadrant A (major priority) for the perception of service and for the perception of route in quadrant C (lower priority).*

***Keywords: Importance Performance Analysis (IPA), Perception of Service Quality, Perception of Tariff, and Perception of Route***