

## ABSTRACT

This research is aiming to examine the correlation between the performance that had been performed by the employees of the PT Kereta Api Indonesia Daerah Operasional IV Semarang (Indonesian Train Company Operational Region IV Semarang) who are assigned to serve the Argo Muria Train and to examine the satisfaction of its passengers after experiencing the services that had been provided by the employees of the PT Kereta Api Indonesia Daerah Operasional IV Semarang (Indonesian Train Company Operational Region IV Semarang) who are assigned to serve the Argo Muria Train.

The method that had been used in this research is Importance Performance Analysis (IPA). IPA is aiming to measure the correlation between the consumer perception and the priority to improving the quality of the product/service that also known as Quadrant Analysis. IPA had been widely accepted and had been used in various studies because its simplicity and it's easy to be implemented and the result of this method is can be analyzed easily so it can make the improvement process easier. IPA performance has the main function to show the information related to service indicators which are have the big influence toward the consumers' satisfaction and their loyalty and service indicators which are according to the consumers need to be improved due to the current condition cannot meet the consumers' satisfaction.

The result of this research shows that some variables which is divided into several dimensions and indicators to examine the Argo Muria passengers' satisfaction are viewed by the passengers as very satisfy and satisfy so some performances are need to be kept up and improved. However, there are some indicators which are viewed by the passengers as quite satisfy and need to be improved immediately such as the cleanness of the toilet inside the train and the punctuality of the departure and arrival time which is mentioned on the schedule. If the company can improve these indicators immediately, the satisfaction of the passengers will be increasing and passengers will be feeling more comfortable when they are taking Argo Muria Train.

Key Words : Service Quality Analysis, Consumer Satisfaction, Importance Performance Analysis