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**ABSTRAK**

Judul: Analisis Persepsi Awal Pelaku Perjalanan Jakarta-Bandung Pasca Operasional Kereta Cepat Indonesia China, Nama: Lutfi Alfian, NIM: 41119010054, Dosen Pembimbing: Dr. Andri Irfan Rifai, S.T., M.T. 2024

Transportasi adalah suatu kegiatan atau upaya yang bertujuan untuk mengalihkan, memindahkan, atau mengangkut orang atau barang dari satu lokasi ke lokasi lain. Transportasi penting bagi masyarakat, mengatasi kemacetan akibat peningkatan populasi. Solusi seperti mobil pribadi, bus, dan kereta api efektif. Kereta Cepat Jakarta-Bandung dibangun untuk memperpendek waktu tempuh menjadi 36-45 menit. Jalan tol Cipularang sejak 2005 mengurangi waktu tempuh Jakarta-Bandung menjadi 2 jam. Minat tinggi pada kereta cepat terlihat dari tingkat okupansi 83%-96%. Penelitian ini bertujuan untuk mengidentifikasi kualitas pelayanan dan tingkat kepuasan pengguna layanan kereta cepat. Metode penelitian yang digunakan adalah penyebaran kuesioner. Pengolahan data menggunakan metode *Importance Performance Anaysis* (IPA) berbasis *Service Quality* (SERVQUAL), *Customer Satisfaction Index* (CSI) dan *Sample T-Test*.

Berdasarkan hasil CSI dari 150 responden perjalanan Jakarta-Bandung menunjukkan nilai kepuasan 83,84%, menandakan responden sangat puas dengan layanan yang diberikan. Faktor layanan yang diprioritaskan perbaikan dari total faktor layanan terlihat pada Kuadran I diagram kartesius IPA dengan persentase hingga 24%. Indikator layanan di Kuadran I meliputi ketersediaan informasi perubahan jadwal, kejelasan pengumuman di kereta, aksesibilitas fasilitas bagi penumpang berkebutuhan khusus, ketersediaan staf untuk bantuan, kebersihan toilet, dan kemudahan akses layanan pelanggan. Persepsi pengguna tentang kepentingan dan kualitas layanan Kereta Cepat Jakarta-Bandung sangat signifikan, menekankan perlunya peningkatan kualitas untuk memenuhi ekspektasi tinggi. Namun, persepsi ini tidak berbeda signifikan berdasarkan jenis kelamin, usia, status pekerjaan, pendapatan, dan tingkat pendidikan, menunjukkan konsistensi di berbagai kelompok demografis. Oleh karena itu, peningkatan kualitas layanan harus menjadi prioritas tanpa memandang latar belakang pengguna.

**Kata Kunci:** Kereta Cepat, *Importance Performance Anaysis* (IPA), *Customer Satisfaction Index* (CSI).

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**ABSTRACT**

*Title: Analysis of Initial Perception of Jakarta-Bandung Travelers Post Operation of Indonesia China High-Speed Train, Name: Lutfi Alfian, NIM: 41119010054, Counsellor: Dr. Andri Irfan Rifai, S.T., M.T. (2024)*

*Transportation is an activity or effort aimed at transferring, moving, or transporting people or goods from one location to another. Transportation is crucial for society, addressing congestion due to population growth. Solutions such as private cars, buses, and trains are effective. The Jakarta-Bandung High-Speed Train is built to shorten travel time to 36-45 minutes. Since 2005, the Cipularang toll road has reduced travel time between Jakarta and Bandung to 2 hours. High interest in high-speed trains is evident from occupancy rates of 83%-96%. This study aims to identify service quality and user satisfaction levels with high-speed train services. The research method used is questionnaire distribution. Data processing uses Importance Performance Analysis (IPA) based on Service Quality (SERVQUAL), Customer Satisfaction Index (CSI) and Sample T-Test.*

*Based on the CSI results from 150 Jakarta-Bandung travelers, the satisfaction value is 83.84%, indicating that respondents are very satisfied with the services provided. Service factors prioritized for improvement from the total service factors are seen in Quadrant I of the IPA Cartesian diagram, with a percentage of up to 24%. Service indicators in Quadrant I include availability of schedule change information, clarity of announcements on the train, accessibility of facilities for passengers with special needs, availability of staff for assistance, toilet cleanliness, and ease of access to customer service. Users' perceptions of the importance and quality of the Jakarta-Bandung High-Speed Rail service are highly significant, underscoring the need for quality improvements to meet high expectations. However, these perceptions do not significantly differ based on gender, age, employment status, income, and educational level, indicating consistency across various demographic groups. Therefore, improving service quality should be a priority regardless of users' backgrounds.*

**Keywords:** *High-Speed Train, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI).*