

## ABSTRACT

Based on the problems faced by Perum Damri to spread the passenger transport services in the market, the number of passengers Bus Damri Department Leuwipanjang - Dipatiukur in the last three years (2012- 1014). Based on the phenomenon of decreasing in the level of service quality Perum Damri. Under these conditions the expected Perum Damri could give more attention to the quality of services provided in order to improve consumer satisfaction.

The theory used in this research is the theory proposed by Zeithaml, at all reliability, responsiveness, assurance, empathy, and tangible. And the theory on consumer satisfaction expressed by Tjiptono. The number of samples is set at 271 respondents. While the analysis using IPA and IPK.

Based on the research and the results of the calculation method IPA (Importance Performance Analysis) and based on the Cartesian diagram that attributes - attributes that are in quadrant I, which in this quadrant handling needs to be prioritized by Perum Damri, due to the presence of factors - these factors are considered very important by customers, while the rate of implementation is still not satisfactory. The items that are in the first quadrant is Item 16 regarding security of passenger luggage guaranteed either, Item 5 of the comfort and cleanliness stop Damri (seating area) is already good, Item 8 of the arrival and departure of buses DAMRI in accordance with a predetermined schedule, Item 1 of the comfort and cleanliness of the seat on the bus Damri adequate and Item 2 regarding the cleanliness of interior and exterior that has good Damri bus. IPK results showed customer satisfaction rate of  $0.77 < 1$  illustrates that the value of the customer assessment criteria is "not satisfied", where the actual performance Perum Damri in providing services is lower than the expectations of customers.