

## **ABSTRACT**

The means of transport is a very important factor in the life of the human race to switch places (Widiyowati, 2015). Therefore the transportation company must know the satisfaction of its customers. This research aims to know the quality of service on the CitiTrans on the performance of the company, consumer expectations, customer satisfaction, and the attributes that need improvement with a high priority.

These studies use quantitative methods with types of descriptive research using the method of non-probability sampling with a purposive sampling techniques and analysis techniques using importance-performance analysis. The number of samples taken for as much as 97 respondents who is the consumer of the Shuttle in the way Premium Cititrans Si no. 53. The stages in this study was the formulation of the problem, and then to a foundation theory, after it determined the population and sample, instrument development and testing instrument, then gather data and analyze the data, then give the conclusions and suggestions.

The conclusion of the research is the assessment of the service quality performance will Cititrans Premium Shuttle belongs to the good category. The assessment will be against consumer expectations of service quality Premium Cititrans Shuttle belongs to very good category. Based on the results of the measurement of the satisfaction index, the only tangible dimension that belongs to already satisfied. And based on the analysis conducted with the importance-performance analysis retrieved results mapping attributes entail increased with a high priority in quadrant I, one relating to the Employee quickly in helping solve the problem of the customer.

**KEYWORDS:** Customer Satisfaction, Marketing, Service Quality