

ABSTRACT

Increasing public demand for trains, encouraging PT Kereta Api Indonesia to maintain and improve their performance so that the quality of services provided will satisfy their customers. However, PT KAI's consumer satisfaction of Bandung Jakarta has not been fully optimal. This can be understood based on five measures of customer satisfaction assessment, which consists of ticketing services, check-in, departure, prama and prami, and dismissal. This study aims to determine the perception of consumer value of PT KAI Bandung; find out customer satisfaction PT KAI Bandung Jakarta; and find out how much influence the perception of value to customer satisfaction PT KAI Bandung Jakarta Department.

The method used is descriptive research and verification. Data were obtained from questionnaires. Unit samples in this study are customers of PT KAI Bandung Jakarta totaling 100 customers. Data analysis techniques used in this study is a simple linear regression.

According to the research found that the value perception of PT KAI Bandung Jakarta is in a high category; customer satisfaction of PT KAI Bandung Jakarta is in a high category. The results of this study also found that the value perception has a positive and significant effect on customers satisfaction at PT KAI Bandung Jakarta.

Keywords: Value Perception and Customer Satisfaction