

ABSTRACT

This research was completed due to the fact that despite of the train has the highest number of public transportation users in 2018, the commuters in the DAOP II feels unsatisfied to the service quality of PT. KAI.

The purpose of this research is to determine and analyze which service attributes that must gain the most attention, retain or controlled, and prioritized for improvements by PT.KAI DAOP II.

This research was performed using quantitative methods and descriptive studies through questionnaire media from the PT.KAI DAOP II passenger population with a sample of 100 respondents. The questionnaire distributed to respondents were applying the Likert measurement scale which was equipped with various data collection techniques. In addition, this study utilized the validity and reliability test called the canoe model.

Based on the research that has been done, the results show that there are four PT.KAI Daop II service attributes that fall into the Must Be category, seventeen service attributes that allocated into the One Dimensional category, and one service attributes that distributed into the Attractive category.

Keywords: *Service Quality, Kano Model*