

ABSTRACT

The Covid-19 pandemic had an impact on the travel company Cititrans on the Yogyakarta-Semarang route, which experienced a decrease in the number of passenger occupancy. Cititrans seeks to maintain the occupancy level for operations by adjusting the quality of service by using the implications of the ServQual method, Importance Performance Analysis and the fare range for passenger willingness based on Willingness To Pay.

Overall, based on data analysis, it can be seen that the average customer on Travel Citirans on the Yogyakarta - Semarang toll route stated that they were very satisfied with the 23 service indicators of Travel Citirans on the Yogyakarta - Semarang toll route and were in Quadrant IV of the Cartesian IPA diagram, but there was 1 service indicator for Travel Citirans. Yogyakarta – Semarang toll route is at the dissatisfied level and is in Quadrant III of the IPA Cartesian diagram, which is an indicator of the readiness of employees to help and respond to customer complaints. Recommendations for adjusting the quality of Cititrans travel services on the Yogyakarta - Semarang toll route, namely the company can reduce or not carry out media promotions for a while during a pandemic. The proposed tariff range based on the willingness to pay (WTP) of Cititrans travel passengers on the Yogyakarta – Semarang toll route, which is in the price range of Rp. 75,000 – Rp. 90,000.

Keywords: *importance performance analysis, servqual, willingness to pay.*