

ABSTRAK

The intense competition among travel companies in the area necessitates an improvement in service quality to meet passenger targets. Customer dissatisfaction is caused by factors such as facility, place, product, people, and competitors. This dissatisfaction becomes an issue that needs to be addressed, so by applying this method, service quality at PT. XYZ can be enhanced. This Final Project aims to analyze customer satisfaction at PT. XYZ while considering the presence of its competitors and providing recommendations for improvements to comfort attributes that are a priority for enhancement. This research employs the Importance Performance Competitor Analysis (IPCA) method. Data collection was conducted among two groups of respondents: PT. XYZ respondents and Competitor Company respondents. This final project measures the level of service quality based on 5 dimensions: Reliability (6 attribute items), Comfort (5 attribute items), Extent of Service (3 attribute items), Safety (6 attribute items), and Affordability (3 attribute items). Based on the results of data processing with IPCA, it was found that there are statements falling into the Urgent Action and Head-to-Head Competition quadrants that require improvement, including the cleanliness of waiting room toilets, the availability of seats in the waiting area, the cleanliness of the waiting area, the punctuality of travel vehicle arrivals, the strategic location of shuttles, ease of finding shuttle locations, cleanliness inside travel vehicles, tariff suitability to perceived benefits, tariff affordability, departure schedule availability, staff friendliness, insurance availability, driver's mastery of the intended route, service information availability, and service information updates.

Key Word: *Importance Performance Competitor Analysis (IPCA), Servqual, Customer need, Customer satisfaction, Transportation service*