Idfi Amalia, 2021. **Analisis Tingkat Kepuasan Pengguna Jasa PT.KAI terhadap Pelayanan di Stasiun Surabaya Gubeng saat Pandemi Covid-19 Menggunakan Metode *Customer Satisfaction Index, Importance Performance Analysis*, dan Kano.** Skripsi dibawah bimbingan Dr. Ardi Kurniawan, M.Si dan Ir.Elly Ana, M.Si. Program Studi S-1 Statistika, Departemen Matematika, Fakultas Sains dan Teknologi, Universitas Airlangga, Surabaya.

ABSTRAK

Stasiun Surabaya Gubeng merupakan stasiun kereta api terbesar di Jawa Timur. Pada masa pandemi saat ini, terdapat beberapa perubahan dari syarat perjalanan kereta api seperti menunjukkan hasil tes Covid-19. Hal ini tentu menjadi tantangan besar bagi pihak stasiun untuk dapat mempertahankan kepuasan pengguna jasa. Oleh karena itu, peneliti menganalisis tingkat kepuasan pengguna jasa PT.KAI di Stasiun Surabaya Gubeng saat pandemi Covid-19. Tujuan penelitian ini untuk mengetahui prioritas strategi yang harus dilakukan pihak stasiun. Metode yang digunakan dalam penelitian ini adalah *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), Kano dan Integrasi IPA-Kano. Hasilnya tingkat kepuasan berdasarkan CSI sebesar 83,114% yang berarti pengguna jasa di Stasiun Gubeng sangat puas. Selanjutnya, dilakukan analisis IPA dan Kano terhadap dimensi tampilan fisik, keandalan, daya tanggap, jaminan ,dan empati yang berisi 28 variabel pada 120 responden. Hasil analisis IPA menunjukkan 10 variabel berada pada kuadran I, 9 variabel pada kuadran II, 6 variabel pada kuadran III, dan 3 variabel pada kuadran IV. Sementara pada analisis Kano 3 variabel masuk kategori *must be*, 1 variabel pada kategori *attractive*, dan variabel lainnya masuk kategori *one dimensional*. Selanjutnya dilakukan integrasi IPA-Kano untuk memperoleh prioritas strategi yang harus dilakukan yaitu mempertahankan kinerja pada beberapa variabel meliputi ketersediaan *smoking area*, kesesuaian biaya tes Covid-19 dengan standar biaya, dan adanya pengukuran suhu sesuai protokol kesehatan.

Kata kunci : Stasiun Surabaya Gubeng, Pandemi Covid-19, *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA), Kano, Integrasi IPA-Kano

Idfi Amalia, 2021. **Analysis of PT.KAI's Customer Satisfaction Level of Services at Surabaya Gubeng Station During the Covid-19 Pandemic Using the Customer Satisfaction Index, Importance Performance Analysis, and Kano Methods.** This *skripsi* is under supervised by Dr. Ardi Kurniawan, M.Si and Ir.Elly Ana, M.Si. S-1 Statistics Courses, Mathematics Department, Faculty of Science and Technology, Airlangga University, Surabaya.

ABSTRACT

Surabaya Gubeng Station is the largest train station in East Java. During the coronavirus pandemic, there have been several changes on travel regulations such as showing Covid-19 result. This become a big challenge for the station to maintain customer satisfaction. Therefore, the writer analyzed PT.KAI's customer satisfaction level at Surabaya Gubeng Station during the Covid-19 pandemic The purpose of this research is to determine the strategic priorities that must be carried out by the station. The methods used in this research are Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Kano and integration of IPA-Kano. The result shows that the level of satisfaction based on CSI was 83,114%, which means that the customers at Surabaya Gubeng Station are very satisfied. Furthermore, IPA and Kano analysis were carried out on the dimensions of tangible, reliability, responsiveness, assurance, and empathy which contained 28 variables for 120 respondents. The results of the IPA analysis show that 10 variables were in quadrant I, 9 variables were in quadrant II, 6 variables were in quadrant III, and 3 variables were in quadrant IV. Meanwhile, in Kano's analysis, 3 variables were included in the must be category, 1 variable was in the attractive category, and others variables were in the one dimensional category. Furthermore, the integration of IPA-Kano is carried out to obtain strategic priorities that must be carried out, such as maintaining performance on several variables including the availability of smoking areas, the suitability of the Covid-19 test costs with standard costs, and the existence of temperature measurements according to health protocols.

Keywords: Surabaya Gubeng Stasion, Covid-19 Pandemic, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Kano, Integration of IPA-Kano