ANALYSIS SERVICE OF TRAIN of KOMUTER SURABAYA-SIDOARJO

OF SIDE SATISFACTION OF CONSUMER

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ABSTRACT

One of the characteristic movement of traffic in town of Surabaya is many citizen who live in sub region of urban, but working in town region of Surabaya. This Matter cause traffic current which enter and town exit of Surabaya become to mount, especially at the time of busy hours. One of the way of to overcome the the problems is by providing publik transport.

Land transportation represent especial transportation moda which playing important role in serving human being mobility. One of the the land transportation medium is Train of Komuter Surabaya-Sidoarjo. In this case expected by perpetrator of journey which usually use vehicle of person can change over to use mass publik transport, that is Train of Komuter Surabaya-Sidoarjo

In operation of Train of Komuter Surabaya-Sidoarjo needed by sighting of service of train. Quality of service is not main problem in controlling quality to justly come, however representing prevention the happening of quality of bad since early. Consumer want accepted service as good as possible,
and that represent value of its make-up of the quality of service. Every consumer have different satisfaction storey level, this represent indicator which good to measuring storey level of is quality of service or product which they accept. Go forward and expanding it medium service of public like transportation of transportation (in this case Train of Komuter Surabaya-Sidoarjo) depended from quality of given service, so that have to be paid attention to organizer of service

*Keyword : KA Komuter Surabaya-Sidoarjo, service, satisfaction of consumer.*