

TABLE OF CONTENTS

THESIS ENDORSEMENT	ii
DECLARATION OF ACADEMIC INTEGRITY	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF FIGURE	ix
LIST OF TABLE	xi
ABSTRACT	xii
INTISARI	xiii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Research Problem	2
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Thesis Limitation	4
1.6 Originality	5
1.7 Thesis Framework	7
CHAPTER II LITERATURE REVIEW	8
2.1 The Legal Aspects Related To Service Quality Requirement For Airport Feeder Train	8
2.1.1 Law of Republic Of Indonesia Number 23 Year 2007	8
2.1.2 Regulation of the Minister of Transportation Number: PM 9 Year 2011	8

2.2	Service, Service System, and Service Process	11
2.2.1	Service.....	11
2.2.2	Service System.....	11
2.2.3	Service Process	13
2.3	Service Quality.....	14
2.3.1	Tangibles	15
2.3.2	Reliability.....	16
2.3.3	Responsiveness	16
2.3.4	Assurance	16
2.3.5	Empathy	16
2.4	Customer Satisfaction	16
2.5	Train Characteristics	17
2.6	Kano Model	18
2.7	The Airport Train Services as Public Transportation	24
2.7.1	Products and Services Airport Train.....	25
2.7.2	The Operator Airport Train - PT. Railink.....	26
2.8	Summary Of Literature Review	27
CHAPTER III THEORETICAL FRAMEWORK		29
3.1	Jakarta City Overview.....	29
3.2	The Point of View Jakarta City from the Transportation Perspective	31
3.3	Government Policy on the Soekarno-Hatta International airport Railway Development.....	32
3.4	The Characteristic of Road Users in Selecting Transportation Modes from and to the Soekarno-Hatta International Airport.....	34

3.5	The Progress of Soekarno-Hatta Airport Development.....	36
CHAPTER IV RESEARCH METHOD.....		39
4.1	Research Approach	39
4.2	Research Design.....	41
4.3	Research Method	42
4.4	Data Collection	43
4.4.1	Primary Data	44
4.4.2	Secondary Data	45
4.5	Analysis Method	46
4.5.1	Validity Test.....	46
4.5.2	Reliability Test.....	46
4.5.3	The Identification of Attributes in Kano Model	47
CHAPTER V ANALYSIS & DISCUSSION.....		50
5.1	Research of The Service Quality Requirement.....	50
5.2	Respondent Demographic	50
5.3	Respondents Characteristics	52
5.4	Analysis Result using Kano Model.....	54
5.4.1	Table Evaluation of Kano Model.....	54
5.4.2	Survey Tabulation	55
5.5	The Service Quality Requirement Based On Kano Model	59
5.6	The Classification of Customer Needs Attributes Refer to SERVQUAL Dimensions	60

CHAPTER VI CONCLUSIONS AND FURTHER RESEARCH	62
6.1 Conclusions and Recommendation.....	62
6.1.1 Conclusions.....	62
6.1.2 Recommendation	63
6.2 Further Research	64
REFERENCES.....	65
APPENDICES.....	71