

## Mapping of consumer satisfaction and analysis of the level of importance of travel components and service quality in travel companies that use bus transportation

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### ABSTRACT

The number of tourism journeys conducted via bus has shown a steady increase over time. This growth is supported by improved accessibility between regions due to road infrastructure development and heightened consumer demand for bus-based tourism. This study aims to analyze the influence of service quality and travel components on customer satisfaction in travel companies that use bus transportation. The number of respondents studied was 119 with the qualification that they had traveled using a travel company in the last 1 year. This study uses the Important Performance Analysis (IPA) method with descriptive analysis to evaluate the level of importance and performance of various service and travel components. Data testing was carried out using Microsoft Excel software. The results of the study found important information that: 1) Service quality (X1) has a significant influence on customer satisfaction, 2) Travel components (X2) also have a significant influence on customer satisfaction, and 3) Service quality and travel components simultaneously affect customer satisfaction. Based on these findings, it is recommended for travel companies to focus more on improving service quality and travel components in order to increase customer satisfaction.

### ABSTRAK

*Jumlah perjalanan wisata yang dilakukan melalui bus telah menunjukkan peningkatan yang stabil dari waktu ke waktu. Pertumbuhan ini didukung oleh peningkatan aksesibilitas antar wilayah karena pembangunan infrastruktur jalan dan peningkatan permintaan konsumen terhadap wisata berbasis bus. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan komponen travel terhadap kepuasan pelanggan pada perusahaan travel yang menggunakan transportasi bus. Jumlah responden yang diteliti sebanyak 119 orang dengan kualifikasi pernah melakukan perjalanan menggunakan jasa biro perjalanan dalam 1 tahun terakhir. Penelitian ini menggunakan metode Important Performance Analysis (IPA) dengan analisis deskriptif untuk mengevaluasi tingkat kepentingan dan kinerja berbagai komponen pelayanan dan travel. Pengujian data dilakukan dengan menggunakan software Microsoft Excel. Hasil penelitian menunjukkan temuan penting bahwa: 1) Kualitas pelayanan (X1) memiliki pengaruh signifikan terhadap kepuasan pelanggan, 2) Komponen travel (X2) juga memiliki*

*pengaruh signifikan terhadap kepuasan pelanggan, dan 3) Kualitas pelayanan dan komponen travel secara simultan berpengaruh terhadap kepuasan pelanggan. Berdasarkan hasil temuan tersebut, disarankan bagi perusahaan travel agar lebih fokus dalam meningkatkan kualitas pelayanan dan komponen travel guna meningkatkan kepuasan pelanggan.*

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## INTRODUCTION

This study is important in considering the challenges faced by the land tourism industry in meeting customer expectations and in understanding the factors that influence customer satisfaction among bus travel agencies. Customer satisfaction is an important indicator of the success of the service provided and this study is important in considering the challenges faced by the land tourism industry in meeting customer expectations and in understanding the factors that influence customer satisfaction among bus travel agencies. Customer satisfaction is an important indicator of the success of the service provided and, in this context, the main determinants are the quality of the service and travel elements such as comfort, cleanliness and service (Majumdar *et al.*, 2021). As seen in (Omol, 2024) study, dynamic changes in customer preferences indicate the importance of adapting services to meet evolving customer expectations, especially in terms of digital experience. Furthermore, the study by (Noor *et al.*, 2014) also highlights the importance of travel elements in enhancing customer experience. Therefore, this study aims to analyze the impact of service quality and trip factors on customer satisfaction in the bus travel industry. There are several reasons why this study needs to be conducted. First, as (Vargas-Calderón *et al.*, 2021) demonstrate, high service quality has a significant impact on customer satisfaction. This highlights the relationship between service quality and customer satisfaction in the hospitality sector. Secondly, a study by (Barua & Kaiser, 2024) shows that with the right technology in place, real-time performance analytics can improve customer satisfaction in the travel industry. Third, while most studies have focused on the airline and hospitality industries, contextual research on bus travel companies remains limited. By focusing on this area, this study can fill the gap in the literature and provide deeper insights into service improvement in the road transportation industry. The main determinants are the quality of the service and travel elements such as comfort, cleanliness and service. As seen in (Mirthipati, 2024) study, dynamic changes in customer preferences indicate the importance of adapting services to meet evolving customer expectations, especially in terms of digital experience. Furthermore, the study by (Godovykh & Tasci, 2020) also highlights the importance of travel elements in enhancing customer experience. Therefore, this study aims to analyze the impact of service quality and trip factors on customer satisfaction in the bus travel industry.

There are several reasons why this study needs to be conducted. First, as (Ali *et al.*, 2021) demonstrate, high service quality has a significant impact on customer satisfaction. This highlights the relationship between service quality and customer satisfaction in the hospitality sector. Secondly, a study by (Barua & Kaiser, 2024) shows that with the right technology in place, real-time performance analytics can improve customer satisfaction in the travel industry. Third, while most studies have focused on the airline and hospitality industries, contextual research on bus travel companies remains limited. By focusing on this area, this study can fill the gap in the literature and provide deeper insights into service improvement in the road transportation industry.

As time progresses, tourism has evolved into a burgeoning industry, growing in tandem with the global economy's upward trajectory over the years (Benhaida *et al.*, 2024; Simorangkir *et al.*, 2024; UNWTO, 2023). Tourism has demonstrated immense potential for development worldwide (L. P. Nguyen & Nguyen, 2021). Each country possesses unique tourism potential, and the differences in these potentials, coupled with lifestyle changes in the modern era, have significantly increased the demand for travel among individuals (Gössling *et al.*, 2020; McKercher *et al.*, 2021; Neuburger & Egger, 2021). Consequently, this trend has created opportunities for entrepreneurs in the travel agency sector, particularly in the tour and travel service industry.

The first modern travel agency was established by Thomas Cook, who founded a travel agency in London (Dogru *et al.*, 2020). This agency utilized railways and steamships as its modes of transportation. In this context, Cook received commissions from railway and steamship companies for ticket sales. Additionally, Thomas Cook introduced tour packages and organized group travel for those interested in exploring new destinations. In the United States, Ward G. Foster founded the first travel bureau. He also constructed hotels in Florida, which experienced rapid growth, and later opened souvenir shops catering to travelers. According to data from the United Nations World Tourism Organization (UNWTO), international tourist arrivals reached 1.5 billion in 2019, reflecting growth across all regions.

The number of tourism journeys conducted via bus has shown a steady increase over time. This growth is supported by improved accessibility between regions due to road infrastructure development and heightened consumer demand for bus-based tourism. The number of bus journeys tends to surge during school holidays, as many schools and universities utilize extended breaks for activities that not only enhance academic environments but also serve as refreshing experiences for students, teachers, and lecturers.

Bus-based tourism often involves long travel durations. Many such journeys span multiple days, and various factors influence passenger comfort and satisfaction. These factors generally include bus conditions, crew performance, travel agency operations, accommodations, restaurants, rest stops, and the selection of tourist destinations—all of which contribute to passengers' overall satisfaction.

A survey conducted on Phoneme's social media platform, involving more than 150 respondents, revealed that 98% of travel agency users are millennial travelers (born between 1981 and 2000), with the remainder comprising Generation X (born between 1961 and 1980) and Generation Z (born after 2001). The survey also found that 80% of tourists reported using travel agencies for practical reasons, while others cited credibility as a key factor. One notable travel agency, established in 2019, offers various customized travel packages tailored to consumers' needs and preferences, such as study tours, field trips, industrial visits, family gatherings, open trips, and personal trips. The agency also provides car rental services to accommodate consumers' travel destinations.

Since its inception, this travel agency has successfully executed more than 20 large-scale tourism journeys, as evidenced by the high levels of customer satisfaction with its services. Customer satisfaction is considered a long-term investment for the company and serves as a critical factor in fostering its growth. Therefore, achieving customer satisfaction is a priority for the company. Consumer satisfaction can be attained when service providers deliver high-quality services, influenced by components such as transportation, accommodations, restaurants, and tourist destinations. Nonetheless, many consumers express a preference for travel agency providers to consistently maintain service quality throughout their journeys. Based on these considerations, the author is motivated to conduct this study.

The World Tourism Organization (UNWTO) defines tourism as the activity of individuals traveling and staying outside their usual environment for a period not exceeding one year for purposes of recreation, business, or other activities unrelated to income generation in the visited location. According to UNESCO, tourism encompasses human travel and activities associated with visiting various natural and cultural heritage sites that hold historical, cultural, scientific, or social significance. (Amoiradis *et al.*, 2021) describes tourism as an economic, social, and cultural phenomenon involving human movement from one place to another to gain unique experiences.

Customer satisfaction and loyalty in the online and offline retail environment: Moderating effects of product returns and perceived risk (Hipólito *et al.*, 2025; Ma *et al.*, 2023; Mofokeng, 2021). Customer satisfaction is an important concept in the field of general marketing and in the management of firms (Eckert *et al.*, 2022; Gazi *et al.*, 2024; Gonu *et al.*, 2023). Customer satisfaction is defined as the extent to which the service provided meets or exceeds customer expectations, which is influenced by cultural factors such as individualism vs. collectivism, power distance, and uncertainty avoidance (Guoqiang *et al.*, 2024). Customer satisfaction is defined as an evaluative response to a travel experience influenced by interactions with products, systems, and services before, during, and after the trip (Ortiz *et al.*, 2024). Customer satisfaction is a key indicator in assessing the success of an organization, because customer satisfaction directly affects customer loyalty and retention. To achieve optimal levels of customer satisfaction, companies must be able to meet customer expectations by providing quality products or services that suit their needs (Pamela *et al.*, 2024). Consumer satisfaction in the tourism industry is influenced by various factors, including the quality of service, the facilities provided, and the experience received during the trip, all of which affect the level of loyalty and the customer's decision to use the same service in the future (Murdana *et al.*, 2023).

Service quality as an important factor influencing tourist behavior and service evaluation in the tourism industry (Abdou *et al.*, 2022; Shyju *et al.*, 2023; Wang *et al.*, 2024). Service quality is a very important factor in the service industry, including corporate travel agencies, which can affect customer satisfaction and company revenue (Fang *et al.*, 2021). Service quality as a key element in the hospitality industry that is directly related to customer satisfaction and business success. Good service quality is considered a determining factor in the development and success of companies in the hospitality sector (Al-Gasawneh *et al.*, 2022; Anabila *et al.*, 2022; Papademetriou *et al.*, 2023). Service quality as tourists' perceptions of service attributes such as comfort, friendliness, and facilities offered during their travel experience. Good service quality can increase positive evaluations from tourists (Han *et al.*, 2021; T. M. Nguyen & Malik, 2022; Sulu *et al.*, 2022).

Travel components are features provided by travel agent websites, such as destination information, booking options, tour packages, and customer service that influence consumer purchasing decisions (Alcantara *et al.*, 2024; Hossain *et al.*, 2024). Travel components as aspects of travel agent service quality, including reliability, responsiveness, assurance, empathy, and physical evidence that contribute to customer loyalty (Almasarweh *et al.*, 2024; Pamela, 2024; Setiono & Hidayat, 2022). Travel components as a marketing strategy used by online travel agents, including promotions, personalization, and customer interactions that influence consumer perceptions and purchasing decisions (Angeloni & Rossi, 2021; Ho *et al.*, 2024; Perelygina *et al.*, 2022; Zielinski *et al.*, 2020).

Introducing the IPA method, which is used to identify product or service attributes that require attention based on perceived importance and performance (Bose *et al.*, 2023; Joung & Kim, 2021). Importance Performance Analysis (IPA) is an effective method for evaluating and mapping the performance of various service attributes

based on their importance to customers. By using IPA, management can identify areas for improvement and allocate resources efficiently to improve service quality in line with customer expectations (Pamela, 2024). A revised IPA method for assessing tourist destinations, with a focus on improving the accuracy of the placement of quality attributes in the IPA matrix. The scientific method used involves the use of mathematical validation indices to ensure the accuracy of the placement of attributes in the quadrants of the matrix (Ahmed, 2021; X. Wang et al., 2022). A critically evaluates the IPA method and its application in tourism management. The author discusses the methodological limitations of IPA and offers recommendations for improving its reliability in the context of tourism destination evaluation (Karimi & Boley, 2023; Sundram & Abdul Gani, 2022; X. Wang et al., 2022). Research that develops an IPA approach by utilizing online reviews as a data source to assess the importance and performance of service attributes. The scientific method used involves data mining techniques and text analysis to extract insights from customer reviews (Joung & Kim, 2021; Kim & Ryu, 2024).

## METHOD

In this study, data was collected using a quantitative survey methodology targeting travel agency customers who use buses as a means of transportation. Data collection was carried out by distributing a questionnaire designed to gather information on customers' perceptions of service quality and elements they experienced during their journey while using the bus company. The questionnaire contains a number of questions designed to measure customer satisfaction with various aspects of the service, such as bus comfort, punctuality, cleanliness, and interactions with travel agency staff.

The research method is a structured procedure commonly employed to address research problems and achieve research objectives. This study incorporates data processing methods that focus on service quality and travel components. Service quality evaluation is conducted using the Importance Performance Analysis (IPA) method. The IPA method as a multi-attribute model used to evaluate and measure company performance (J. Wang et al., 2024). The IPA method is also employed to assess consumer satisfaction levels.

The data obtained from processing will be analyzed using Microsoft Excel and presented in an Importance Performance Analysis (IPA) diagram. This diagram illustrates the level of satisfaction and importance as perceived by consumers relative to their expectations. The diagram is divided into four quadrants, which categorize consumer satisfaction levels and provide strategic recommendations for improvement. These quadrants are Quadrant I, Quadrant II, Quadrant III, and Quadrant IV.

Each quadrant plays a role as a merit indicator. The IPA method measures the degree of alignment between consumer satisfaction perceptions and company performance, as well as the extent to which the company understands consumer desires regarding the services offered (Bose et al., 2023; Chang et al., 2023; Guan, 2021). The IPA method is particularly suitable for this study due to its straightforward yet clear analytical approach.

The primary advantage of the IPA method over other strategies is its ability to enable companies to take swift and precise action to address consumer dissatisfaction with service quality. This ensures services are more aligned with consumer expectations. Additionally, the IPA method is fundamental and user-friendly, making it a practical tool for evaluating consumer satisfaction and identifying areas for improvement in service quality.

In this study, validity and reliability tests are conducted to validate the collected data. The validity test includes assessing the Average Variance Extracted (AVE), while the reliability test employs Composite Reliability (CR) and Cronbach's Alpha (CA). The validity test ensures the accuracy of questionnaire items and measures the clarity of the research framework. Instruments used in the study must be declared valid. The reliability test determines the consistency of the questionnaire as an indicator of predetermined variables, with reliability measured using the Cronbach Alpha formula.

## RESULTS AND DISCUSSION

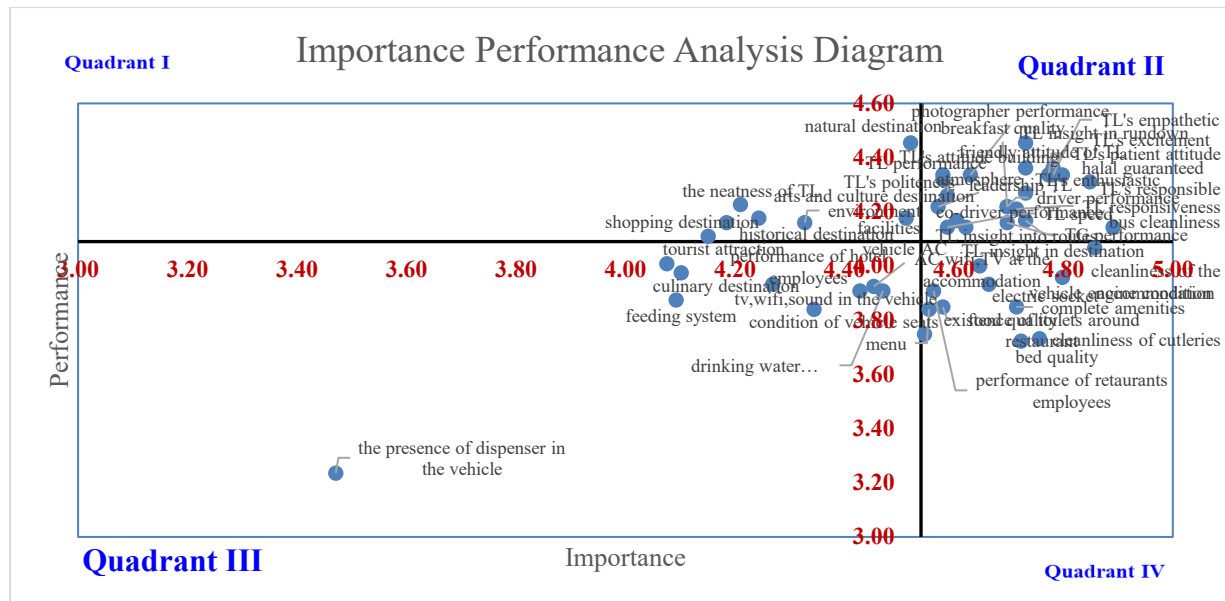
The findings of this study highlight the influence of service quality and the importance of travel components as independent variables on consumer satisfaction, which serves as the dependent variable. This study involved travel consumers as the research sample to examine the impact of service quality and travel components on consumer satisfaction. Data collection was conducted via questionnaires distributed through Google Forms, with responses from 119 participants, deemed sufficiently representative.

The demographic profile of respondents is based on their questionnaire responses. Among the respondents, 35 individuals identified as either male or female. The majority were female. Regarding age distribution, 19 respondents were aged 10–15 years, 91 were aged 16–20 years, 5 were aged 21–25 years, and 4 were over 26 years old. Thus, the majority of respondents, numbering 91, were between 16 and 20 years old.

Respondents' occupations were divided into three categories: students, lecturers, and employees. Students constituted 103 respondents (87%), lecturers 11 respondents (9%), and employees 5 respondents (4%). Therefore, students represent the largest occupational group among respondents in this study.

**Data Analysis Results**

The analyzed data are presented in the following diagram:



**Figure 1.** Mapping Results of the Importance-Performance Analysis (IPA)

**Performance Importance Analysis**

As seen on figure 1, the diagram is divided into four quadrants. The descriptions of the indicators in each quadrant are as follows:

Quadrant I (Top Priority for Improvement):

1. Shopping destinations
2. Historical tourism destinations
3. Neatness of tour guides
4. Cultural and artistic tourism destinations
5. Natural tourism destinations
6. Accommodation environment
7. Facilities at tourist destinations

Quadrant II (Keep Achievement):

1. Politeness of tour guides in communication
2. Performance of tour guides
3. Performance of driver assistants
4. Knowledge of tour guides about routes and travel time
5. Tour guides' understanding of tourist destinations
6. Leadership skills of tour guides
7. Performance of photographers
8. Tour guides' familiarity with event schedules
9. Tour guides' ability to create a comfortable atmosphere during the journey
10. Friendliness of tour guides
11. Performance of drivers
12. Tour guides' decision-making speed
13. Overall performance of tour guides
14. Cleanliness of the bus
15. Responsiveness of tour guides in problem-solving
16. Enthusiasm of tour guides
17. Warm interactions with tour guides
18. Responsibility of tour guides
19. Assurance of halal food availability
20. Breakfast quality
21. Empathy of tour guides
22. Enthusiasm of tour guides
23. Patience of tour guides

Quadrant III (Low Priority for Improvement as It Is Already Adequate):

1. Tourist attractions
2. Culinary tourism destinations
3. Food intake system
4. TV, Wi-Fi, and sound system in the vehicle
5. Condition of vehicle seats
6. Performance of hotel staff
7. Air conditioning, vehicles, and availability of drinking water around accommodations
8. Availability of dispensers in the vehicle

Quadrant IV (Excessive):

1. Performance of restaurant staff
2. Menu options at restaurants
3. Availability of restrooms near restaurants
4. Food quality
5. Completeness of amenities in the accommodation bathrooms
6. Condition of vehicle engines
7. Air conditioning, Wi-Fi, and TV at the location
8. Cleanliness of accommodations
9. Quality of beds
10. Cleanliness of dining utensils
11. Availability of electrical outlets

**Customer Satisfaction Index**

Customer Satisfaction Index (CSI)

Based on the calculations, the customer satisfaction index is determined to be 81.96 or 82%. This value falls within the range of 81.00–100.00 on the customer satisfaction index scale, indicating that the level of customer satisfaction is categorized as "very satisfied." The calculation of the Customer Satisfaction Index is presented in Table 1.

Formula for Determining the Customer Satisfaction Index

	Description of the formula
MIS (Mean Importance Score)	Average Importance (Level of Interest)
MSS (Mean Satisfaction Score)	Average Performance (Satisfaction Level)
WF (Weight Factor)	$\frac{MIS}{\sum MIS} \times 100$
WS (Weight Score)	$WF \times MSS$
WT (Weight Total)	$\sum WS$
CSI (Customer Satisfaction Index)	$\frac{WT}{max skala likert}$
GAP	(average of score Performance) - (average of score Number)

**Table 1** Customer Satisfaction Index Criteria

Index Value	Criteria Customer Satisfaction Indeks (CSI)
81,00 - 100,00	Very satisfied
66,00 - 80,99	Satisfied
51,00 - 65,99	Quite Satisfied
35,00 - 50,99	Less Satisfied
0,00 - 34,99	Not Satisfied

**RESULT AND DISCUSSION**

**Quadrant Analysis**

**Quadrant I (Top Priority for Improvement)**

In the IPA analysis, the attributes located in Quadrant 1 indicate that even though they are considered very important by respondents, their performance is still low. Some attributes included in this quadrant include shopping destinations, historical tourist destinations, neatness of tour guides, cultural and art tourist destinations, natural tourist destinations, the environment around the accommodation, and facilities at the tourist destination. These findings indicate a mismatch between customer expectations and the reality they experience during their journey. This is likely due to previous travel experiences, where many travel companies prioritized urban

destinations and recreational activities rather than focusing on shopping tourism. In addition, a busy travel schedule with various destinations often does not provide space for shopping tourism, which is one of the inhibiting factors.

Tour guides' neatness also received a low performance score, which could be due to the tour guides' more informal and more relaxed uniforms. According to existing theory, a neat and professional appearance of tour guides is considered important to create a positive impression of the travel company and enhance the tourist experience (Andelković *et al.*, 2022; Pu *et al.*, 2023). With these findings, this study confirms that the quality of tour guide appearance needs to be given more attention to create a professional impression and increase customer satisfaction, which is in line with the theory that emphasizes the importance of appearance in customer service.

Furthermore, the surrounding environment of the accommodation also received poor ratings, which is likely due to the choice of hotels which are often located in dense urban areas, which tend to be noisy and do not provide the comfort desired by tourists. Theory in the tourism industry shows that a calm and comfortable environment around the accommodation is an important factor in creating a positive stay experience (Liu *et al.*, 2025). These findings support the theory, emphasizing the importance of choosing an accommodation location that is not only strategic but also supports a pleasant experience for tourists.

However, if it is found that "tour guides are able to create a pleasant atmosphere during the trip, ensuring that consumers feel comfortable in their presence," then this indicates a positive aspect in the quality of service provided. This finding leads to strengthening the theory that the ability of tour guides to create a comfortable and pleasant atmosphere can increase customer satisfaction and provide added value to the travel experience (Agyeman & Antwi-Bosiako, 2022; Akgunduz & Eser, 2022; Elgarhy & Mohamed, 2023). Thus, these findings are in line with existing theories and can be used as a basis for travel companies to focus more on developing tour guides' interpersonal skills to create a more satisfying experience for customers.

#### **Quadrant II (Maintain Performance)**

Attributes in this quadrant are rated as highly important and demonstrate strong performance according to respondents. These attributes are considered the company's strengths and competitive advantages in the eyes of respondents. It is essential for the company to maintain the quality and performance of these attributes.

Attributes in this quadrant include the politeness of tour leaders in communication, tour leader performance, co-driver performance, tour leaders' knowledge of routes and travel times, understanding of tourist destinations, breakfast quality, tour leaders' leadership skills, photographer performance, familiarity with event schedules, friendliness of tour leaders, natural tourism destinations, driver performance, decision-making speed of tour leaders, cleanliness of buses, responsiveness of tour leaders in problem-solving, enthusiasm of tour leaders, tour leaders' responsibility, assurance of halal food availability, and tour leaders' patience and empathy.

These results suggest that tour leaders were able to create a pleasant atmosphere during trips, ensuring that consumers felt comfortable in their presence. Additionally, drivers and co-drivers consistently delivered excellent performance, making bus travel comfortable. At tourist destinations, consumers encountered knowledgeable and engaging tour guides who provided enriching experiences. Consequently, the majority of components supporting tourism trips successfully satisfied consumers, as evidenced by the abundance of elements in this quadrant. These findings align with the high customer satisfaction index achieved.

#### **Quadrant III (Low Priority for Improvement)**

Attributes in this quadrant have low importance and exhibit poor performance according to respondents. However, the company should still improve these attributes to prevent them from shifting into Quadrant I. Attributes in this quadrant include tourist attractions, culinary tourism destinations, dining intake systems, in-vehicle TV, Wi-Fi, and sound systems, seat conditions, hotel staff performance, vehicle air conditioning, availability of drinking water around accommodations, and the presence of dispensers in vehicles.

Based on prior experiences, these elements were perceived as less important by consumers, who prioritized other components. Therefore, these attributes did not significantly impact overall consumer dissatisfaction.

#### **Quadrant IV (Excessive)**

Attributes in this quadrant are rated as having low importance but exhibit high performance, leading respondents to view them as excessive. Further improvement of these attributes would likely result in resource wastage. These attributes include restaurant staff performance, menu variety in restaurants, availability of restrooms near restaurants, food quality, completeness of bathroom amenities in accommodations, vehicle engine conditions, air conditioning, Wi-Fi, and TVs in accommodations, cleanliness of accommodations, bed quality, and cleanliness of dining utensils.

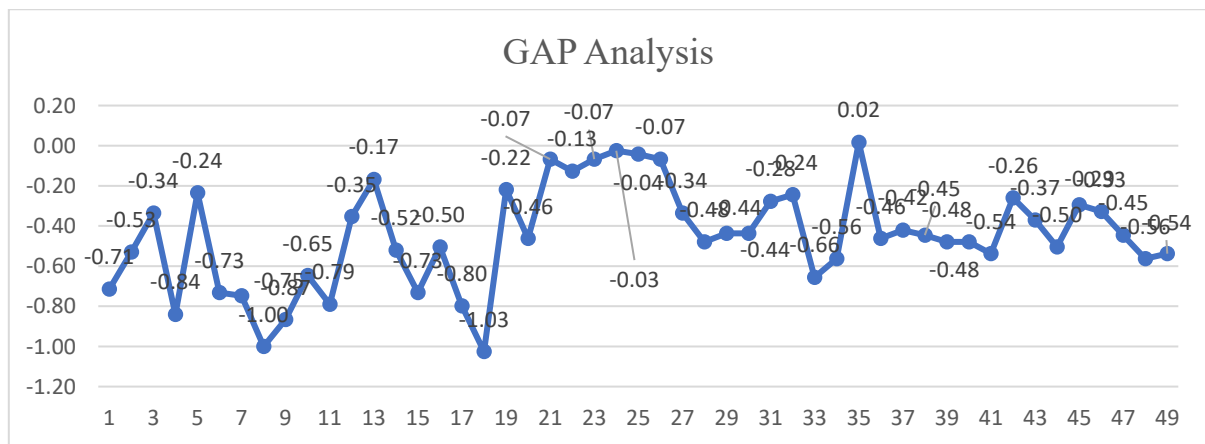
These results affect consumer satisfaction, as respondents perceive these components as unnecessary for achieving their expectations. Companies should prioritize improving attributes in Quadrant I to achieve optimal consumer satisfaction.

**Gap Analysis**

The gap analysis results indicate that the performance of all attributes offered by the travel company is below respondent expectations. Certain attributes with below-average performance differences should be prioritized for improvement. These attributes include vehicle seat conditions, vehicle air conditioning, vehicle engine conditions, the availability of electrical outlets, vehicle cleanliness, mattress quality and quantity, bathroom amenities, accommodation cleanliness, availability of drinking water, food quality at restaurants, menu variety, restroom availability, cleanliness of dining utensils, assurance of halal food, driver performance, hotel staff performance, restaurant staff performance, and the ability of tour leaders to create a comfortable atmosphere during the trip.

Other attributes requiring attention include tour leaders' knowledge of routes and travel times, understanding of event schedules, responsiveness in service delivery, problem-solving skills, and sense of responsibility.

Gap analysis is a comparison between actual and potential (or expected) performance. In this study, the average performance gap was -0.45. The detailed figures for each attribute are presented on figure 2:



**Figure 2: Gap Analysis**

**Customer Satisfaction Index**

Overall, consumers expressed high satisfaction with the performance of components included in the selected and utilized travel packages offered by the company. To date, the travel company has successfully organized over 20 trips, achieving a customer satisfaction rate of 82%. However, the company must continue to improve its performance to ensure consumers are increasingly satisfied and the customer satisfaction index approaches 100%.

**CONCLUSION**

This study aims to analyze the impact of service quality and trip factors on customer satisfaction in bus travel agencies. Based on the findings, it can be concluded that service quality has a positive impact on customer satisfaction. The service elements provided by tour guides, drivers and photographers, as well as the performance of the on-site team, demonstrate that the company's priorities are aligned with customer expectations and experience.

Additionally, travel factors have also been shown to have a positive impact on customer satisfaction. Factors such as tourist attractions, food and beverage system, bus facilities such as TV and Wi-Fi, and cleanliness of the vehicle are considered less important by some customers, but they still meet or exceed customer expectations. This shows that travel companies can offer more value in various aspects that consumers do not value.

Overall, both service quality and travel factors have a significant impact on customer satisfaction, with the customer satisfaction index reaching 82%, indicating very high satisfaction. However, there are some areas that need improvement, especially in the elements of Quadrant IV. Despite being in high demand from customers, these elements are not being fully implemented, contributing to lower overall satisfaction scores. Therefore, it is suggested that businesses pay more attention to these aspects to achieve a more ideal customer satisfaction and get closer to a perfect score.

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