

ABSTRACT

The train is on mode of public transportation that is needed to run daily life. PT KAI Commuter Jabodetabek as the operator of rail transport services in the region jabodetabek create services KRL wagons for women to improve the quality of service for female passengers. With the separation of carriage between a common wagons and wagons for women, expected of women workers and the traveling is going to feel the safety and convenience when using the KRL. With this case the researchers want to determine what factors, new factors and the dominant factors that can affect the quality of service in KRL Commuter Line wagons these Bogor-Jakarta Kota. Research type used in this research is descriptive and quantitative research that aims to find the determining factors of service quality Commuter Line KRL wagons for women. The research was conducted to 100 respondents who were female passenger service users KRL wagons for women.

There are eight factors were taken into consideration in the quality of services KRL wagons for women including Reliability; Responsiveness; Assurance; Empathy; Tangibles; Comfort; Information and Convenience. Eight factors are obtained from the results of previous studies regarding the quality of rail transport services. Data analysis technique used is Principal Component Analysis (PCA), which resulted in 11 new factors forming the quality of service in KRL wagons for women, including Service Delivery and Credibility; Reliability and Comfort; Empathy and Understanding The Customer; Convenience and Tangible; Communication; Access; Assurance and Competence; Responsiveness; Staff Helpfulness and Appearance/presentation; Staff Impact; and Security. Where factors Service Delivery and Credibility becomes the dominant factor with the highest% of variance of 26.511%. With so KRL manager should be able to maintain the advantage and perform a variety of innovative services in terms of Service Delivery and Credibility order KRL passengers especially women remain satisfied with the services provided.

Key Words: Factor Analysis, Railway Service Quality, Wagon for Women, KRL Commuter Line Jabodetabek