ABSTRACT

Transport contribution to the Indonesian economy is 7%. Based on this it wants to develop a deeper transportation has affected the quality of service, one user information. to be able to contribute high to the Indonesian economy. Based Insan (2013: 36) information technology has brought fundamental changes for both private and public organizations. From that then PT. Kereta Api Indonesia (Persero) develop the quality of services through the purchase of tickets online named KAI Access Applications. This study aims to analyze and provide empirical evidence about the Effect of E-Service Quality ie Use of use, Website Usability, Reliability, System Avability, Privacy, Responsiveness, Empathy, Experience, and Trust Of Customer Satisfaction Attributes relate to product, Attributes relate to service and Attributes relate to purchase services Railway Ticket in KAI Application Access. Type Quantitative Research with a descriptive method that is Causal. The sampling method used nonprobability Sampling and using purposive sampling. The population in this study is the customer who uses the application KAI Access in purchasing train tickets. The data collection used questionnaire method. Data analysis techniques used in this research is simple regression analysis. The results of the calculation of simple regression analysis that has been conducted shows that the Use of use, Website Usability, Reliability, System Avability, Privacy, Responsiveness, Empathy, Experience, and Trust has a positive coefficient. This proves that all independent variables have a positive impact on customer satisfaction and the coefficient of determination (R^2) obtained amounted to 0,550 this means a 55% customer satisfaction is affected by the Use of use, Website Usability, Reliability, System Avability, Privacy, Responsiveness, Empathy, experience and Trust.

Keywords: E-Service Quality, Customer Satisfaction, and KAI Application Access