

ABSTRACT

PT. Kereta Api Indonesia (Persero) is a company that does not have direct competitors but have indirect competitors who provide substitute services, such as bus and travel. From that then PT. Kereta Api Indonesia develop the quality of services through the purchase of tickets online named New KAI Access Applications.

The purpose of this research is to know how consumer perception about e-service quality, how e-customer satisfaction, and how much influence the e-service quality to the e-customer satisfaction through New KAI Access Applications. This research is quantitative descriptive, data were collected through questionnaires of 100 respondents were obtained using Bernoulli approach.

The results revealed the value of E-Service Quality of 78.93% in the high category, while the value of E-Customer Satisfaction of 79.65% in the high category. The effect of E-Service Quality on E-Customer Satisfaction was 54.6% while the rest of 45.4% was explained by other variables not described in the model proposed in this study. In this research also obtained simple linear regression equation that is $Y=1,231+0,372X$, which means if E-Service Quality increases by 1, then E-Customer Satisfaction of 1,603.

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