

ABSTRACT

In order to make it easier for people to travel using land transportation from Bandung City to Surabaya city lines, the Argo Wilis Train and the Turangga train are executive class passenger train services operated by PT Kereta Api Indonesia (Persero) to serve the Bandung to Surabaya Gubeng route through Tasikmalaya - Yogyakarta and vice versa, which has a luxurious impression with comfortable seating, many claim to get satisfaction and comfort in the quality of its service after boarding an executive class train. Based on this, a study was conducted to analyze the comparison of the service quality of the Argo Wilis and Turangga trains on the five dimensions of Service Quality (SERVQUAL), are tangible, empathy, reliability, responsiveness, assurance. The five dimensions are a tool for measuring service quality.

Data collection conducted through questionnaires to 400 respondents who had experience using the Argo Wilis train transportation and the Turangga train on the island of Java. This research uses quantitative methods with descriptive analysis to answer how the service quality of the Argo Wilis and Turangga trains as well as a comparative analysis to explain each service quality on the 5 dimensions of SERVQUAL trains Argo Wilis and Turangga trains, and the analysis technique used is Mann Whitney difference test.

The results of this study indicate that there are significant differences in service quality in the 5 SERVQUAL dimensions namely tangible, reliability, responsiveness, assurance and empathy for the Argo Wilis and Turangga trains.

Keywords: Service Quality, Mann-Whitney