

## **ABSTRACT**

*The rapid development of communication technology and the internet has impacted various aspects of life, including education, health, and the economy. The use of smartphones facilitates access and efficiency, especially in the transportation sector, where transactions have shifted from conventional to digital. In Indonesia, this is exemplified by the Online Travel Agent (OTA) application Access by KAI by PT. Kereta Api Indonesia (Persero). The purpose of this research is to understand the service quality of Access by KAI based on user perceptions, identify true customer needs, and formulate recommendations for service features that need to be improved and enhanced in the Access by KAI application service.*

*This study uses the Refined Kano Model to identify the needs of Access by KAI application users, explored based on the Mobile Service Quality (M-S-QUAL) dimensions, namely Efficiency, System Availability, Content, Privacy, Fulfillment, Responsiveness, Compensation, Content, and Billing. The method used in this study is quantitative. Two types of data were used for this research: primary and secondary data collected through the distribution of questionnaires. The number of respondents in this study was 400. The data collection technique used non-probability sampling with the purposive sampling method.*

*Based on the research findings, there are nine dimensions of Mobile Service Quality (M-S-QUAL) that can be broken down into 26 indicators, with 20 indicators being part of the True Customer Needs. Based on the order of importance scale, there are 5 indicators with the highest importance scale that must be prioritized, namely return options, customer service, easy returns, protected information, and runs right away. The results of this study provide an overview for the service provider Access by KAI to improve quality and user satisfaction, with recommendations to repair and perfect application features.*

**Keyword: Mobile Service Quality (M-S-QUAL), Kano Model, Refined Kano Model, and True Customer Needs.**