

ABSTRACT

Public transportation services, especially high-speed trains, are a solution that is expected to increase community mobility more quickly and comfortably. However, challenges in providing quality services still need to be overcome in order to meet user expectations. Therefore, this study was conducted to analyze the factors that influence customer satisfaction with the quality of service provided by Kereta Cepat Indonesia China (KCIC).

This research aims to identify key factors such as convenience, information systems, basic facilities, security, as well as staff behavior, which affect customer satisfaction. In addition, this study aims to evaluate how much influence the quality of service has on the level of passenger satisfaction. A descriptive quantitative approach was used in this study, where data was collected through questionnaires distributed to KCIC service users. The data obtained was analyzed using the linear regression method.

The results showed that service quality significantly affects the level of customer satisfaction. The comfort and safety factor obtained the highest score in increasing customer satisfaction. In addition, information systems and basic facilities also play an important role in influencing satisfaction. From the linear regression analysis, it was found that service quality was able to explain 47.1% of the variation in customer satisfaction levels.

This research contributes to the understanding of the importance of improving service quality to increase customer satisfaction and loyalty. KCIC is expected to continue investing in service quality improvement to strengthen its competitiveness and attract more users. In addition, this study also provides suggestions for KCIC to increase the integration of information systems and improve basic facilities to achieve optimal customer satisfaction.

Keywords: Indonesia China High Speed Train, Service Quality, Customer Satisfaction, Linear Regression, Customer Loyalty