

## **ABSTRACT**

This study aims to compare the service quality of travelagent applications (KAI Access and Traveloka) in the context of booking train tickets using the E-Service Quality method and Importance Performance Analysis (IPA). Service quality is measured based on 7 dimensions of E-Service Quality, namely efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact. This study involved 340 respondents who were purposively selected, at least 17 years old, and domiciled in Indonesia, using a scale of 1-5. Then, the collected data were analyzed descriptively with the Importance Performance Analysis (IPA) technique to identify priority attributes for improvement based on the level of user satisfaction and importance. Validity and reliability tests show that all variable items meet satisfactory standards. The results showed that the quality of KAI Access services was in the good category, with a Customer Satisfaction Index (CSI) of 26%, while Traveloka was rated poorly with a CSI of 20%, both classified as very poor. Through Importance Performance Analysis (IPA), this research identifies areas of improvement and aspects that need to be maintained in both applications. KAI Access excels in the aspects of security and transaction information, while Traveloka needs to improve the payment system and contact options. The comparison of service quality is also expected to provide insight into the advantages and disadvantages of each application in providing train ticket booking services.

**Keywords:** Travelagent Application, Service Quality, Customer Satisfaction, E-Servqual, Importance Performance Analysis (IPA).