

ABSTRACT

ANALYSIS THE INFLUENCE OF SERVICE QUALITY TOWARDS PASSENGER SATISFACTION (CASE STUDY IN PT.KAI ECONOMY CLASS AC TANJUNGKARANG-KERTAPATI)

By

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Service quality is any activity carried out by the company in order to meet consumer expectations. Services in this case is defined as services delivered by the owners of services such as convenience, speed, relationships, the ability and friendliness addressed through the attitude of providing services to customer satisfaction. PT KAI is a transportation service that is committed to always improve the quality service.

The problem in this is research is whether the dimensions of tangible, empathy, responsiveness, reliability and assurance has influence on passenger satisfaction in PT KAI economy class AC. The purpose of this study was to determine the influence dimensions of service quality on passenger satisfaction in PT KAI economy class AC.

The object in this study is passengers of PT KAI economy class AC. The study design used is descriptive verification and this research is to find out if there is a positive effect using multiple linear regression analysis. To view the contribution of each independent variable using T test and F test

The contribution of variable service quality (X) plays a role in influencing variable Y (passenger satisfaction) at 53.8% and the rest influenced by other variables. At T test results found that the variable service quality dimensions (X) that is tangible, empathy, responsiveness, reliability and guarantee positive effect on passenger satisfaction variable (Y).

Keywords: Service Quality, Tangibles, Empathy, Responsiveness, Reliability, Assurance, Passenger Satisfaction.