

ABSTRAK

PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN DI MASA PANDEMI *COVID-19* (Studi pada Penumpang PT. KAI Stasiun Tanjung Karang Bandar Lampung)

Oleh

Nurhasanah

PT. Kereta Api Indonesia (Persero) adalah Badan Usaha Milik Negara (BUMN) yang bergerak di bidang layanan jasa transportasi perkeretaapian. Kebutuhan dasar masyarakat itu mengikuti perkembangan dan perubahan kondisi yang ada di sekitar termasuk layanan jasa transportasi kereta api, munculnya Pandemi *Covid-19* ini membuat pemerintah termasuk PT. KAI meningkatkan kualitas pelayanan serta mencegah penyebaran *Covid-19*. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan PT. KAI Stasiun Tanjung Karang Bandar Lampung di masa pandemi *Covid-19*. Metode penelitian ini menggunakan teknik *sampling insidental* dengan jumlah pengambilan sampel 100 responden pada populasi semua pelanggan PT. KAI Stasiun Tanjung Karang Bandar Lampung di masa pandemi *Covid-19*. Pengumpulan data pada penelitian ini diambil dari kuesioner, studi kepustakaan, dan observasi. Uji instrumen pada penelitian ini uji validitas dan reliabilitas. Teknik analisis data yang digunakan pada penelitian ini adalah regresi linear sederhana, uji t, dan uji R^2 dengan bantuan pengolahan data menggunakan *software SPSS 24*. Hasil uji statistik deskriptif, diperoleh nilai mean pada variabel kualitas pelayanan (X) sebesar 3,25 dengan TCR 81,42% yang termasuk dalam kategori sangat baik dan diperoleh nilai mean pada variabel kepuasan pelanggan (Y) sebesar 3,39 dengan TCR 84,76% yang juga termasuk dalam kategori sangat baik. Hasil uji t sebesar $8,315 > 1,660$ dan $0,000 < 0,05$, hasil analisis data menunjukkan bahwa secara parsial kualitas pelayanan memiliki pengaruh signifikan terhadap kepuasan pelanggan. Kesimpulan: kualitas pelayanan berpengaruh terhadap kepuasan pelanggan PT. KAI Stasiun Tanjung Karang Bandar Lampung di masa pandemi *Covid-19*.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, PT. KAI.

ABSTRACT

THE EFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION DURING THE *COVID-19* PANDEMIC

**(Studies on Passengers of PT. KAI Tanjung Karang Station
Bandar Lampung)**

By

Nurhasanah

PT. Kereta Api Indonesia (Persero) is a State-Owned Enterprise (BUMN) which is engaged in rail transportation services. The basic needs of the community follow developments and changes in conditions around them, including rail transportation services, the emergence of the *Covid-19* Pandemic has made the government, including PT. KAI improves service quality and prevents the spread of *Covid-19*. This study aims to determine the effect of service quality on customer satisfaction of PT. KAI Tanjung Karang Bandar Lampung Station during the *Covid-19* pandemic. This research method uses incidental sampling technique with a total sample of 100 respondents in the population of all customers of PT. KAI Tanjung Karang Bandar Lampung Station during the *Covid-19* pandemic. Data collection in this study was taken from questionnaires, literature study, and observation. The instrument test in this study was a test of validity and reliability. The data analysis technique used in this research is simple linear regression, t test, and R^2 test with the help of data processing using SPSS 24 software. The results of the descriptive statistical test, the mean value of the service quality variable (X) is 3,25 with a TCR of 81,42% which is included in the very good category and the mean value of the customer satisfaction variable (Y) is 3,39 with a TCR of 84,76% which is also included in the very good category. The results of the t-test were $8,315 > 1,660$ and $0,000 < 0,05$, the results of data analysis showed that partially service quality had a significant influence on customer satisfaction. Conclusion: service quality has an effect on customer satisfaction of PT. KAI Tanjung Karang Bandar Lampung Station during the *Covid-19* pandemic.

Keywords: Service Quality, Customer Satisfaction, PT. KAI.