

ABSTRAK

PENGARUH PENERAPAN PELAYANAN PRIMA DAN FASILITAS TERHADAP KEPUASAN PELANGGAN PT KERETA API INDONESIA (Studi Pada Penumpang Kereta Api Kuala Stabas Bandar Lampung)

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Penelitian ini bertujuan untuk mengetahui pengaruh pelayanan prima dan fasilitas terhadap kepuasan pelanggan Kereta Api Kuala Stabas Bandar Lampung menggunakan pendekatan kuantitatif dengan jenis penelitian *Explanatory Research*. Teknik pengambilan sampling yang digunakan dalam penelitian ini yaitu teknik *Nonprobability Sampling* dengan *Purposive Sampling*. Pengumpulan data menggunakan kuesioner yang disebar ke 100 *responden* penumpang Kereta Api Kuala Stabas Bandar Lampung, dengan menggunakan skala *Likert*. Analisis dilakukan dengan menggunakan analisis regresi linear berganda, dengan bantuan aplikasi SPSS 27. Hasil penelitian menunjukkan bahwa pelayanan prima berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kemudian, fasilitas berpengaruh positif tidak signifikan terhadap kepuasan pelanggan. Lebih lanjut, variabel pelayanan prima dan fasilitas berpengaruh signifikan secara simultan terhadap kepuasan pelanggan.

Kata Kunci: Pelayanan Prima, Fasilitas, Kepuasan Pelanggan

ABSTRACT

THE EFFECT OF IMPLEMENTING SERVICE EXCELLENT AND FACILITIES ON CUSTOMER SATISFACTION PT INDONESIAN RAILWAYS (Study on Kuala Stabas Bandar Lampung Train Passengers)

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This research aims to determine the effect of service excellent and facilities on Kuala Stabas Bandar Lampung Railway customer satisfaction using a quantitative approach with explanatory research. The sampling technique used in this research is nonprobability sampling technique with purposive sampling. Data were collected using a questionnaire distributed to 100 respondents of Kuala Stabas Bandar Lampung Train passengers, using a Likert scale. The analysis was carried out using multiple linear regression analysis, with the help of the SPSS 27 application. The research results show that service excellent has a positive and significant effect on customer satisfaction. Then, facilities have a positive effect that is not significant to customer satisfaction. Furthermore, the variables of excellent service and facilities simultaneously have a significant effect on customer satisfaction.

Keywords: *Excellent Service, Facilities, Customer Satisfaction*