ABSTRACT

Analysis of Effect Online Ticket Booking Service Quality for Customer Satisfaction with SERVQUAL Method

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This research is motivated by a number of users of railway services using the railway ticket booking service online because in general, the quality of electronic services (electronic service quality) is defined broadly to include all stages of interaction that consumers do through the web site, namely the extent to which the web site can facilitate the efficient and effective spending, purchasing, and shipping.

This study aims to determine the variables that affect the use of the railway ticket booking service online for the departure of the train at the station Kertapati Palembang. This study relates only to consumers booking train tickets online from Palembang Kertapati station. The independent variables in this study, namely direct evidence variable, the variable reliability, responsiveness variables, variables assurance, and empathy while variable, dependent variable in this study is the consumer satisfaction in the use of services train tickets online. Population obtained 624 consumers who know, once or how many times to buy train tickets online from the beginning of January 2014 until the end of December 2014 and a sample is 86 respondents with stratified random sampling Data collection techniques do is observation, interviews, and a questionnaire consisting of 27 questions. Multiple linear regression analysis was used as a data analysis technique. This research included in this type of quantitative research.

The results showed that the factor responsiveness and assurance factors that affect customer satisfaction, as well as the five variables are namely the variable direct evidence, the reliability variable, variable responsiveness, assurance variable, and variable empathy whereas which jointly affect customer satisfaction.

Keywords : Use of Railway Ticket Online, stratified random sampling, Multiple Linear Regression