

Service Quality of The Access by KAI Application in Efforts to Improve Train Ticket Sales at Kiaracondong Station DAOP 2 Bandung

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana proses kualitas pelayanan aplikasi Access by KAI terhadap pengguna dalam upaya peningkatan penjualan tiket kereta api di Stasiun Kiaracondong. Metode penelitian yang digunakan yaitu metode kualitatif-deskriptif yang difokuskan pada permasalahan atas dasar fakta yang dilakukan dengan cara pengamatan/observasi di stasiun kiaracondong dan juga wawancara dengan pegawai PT.Kereta Api Indonesia (Persero). Hasil penelitian menunjukkan bahwa kualitas pelayanan aplikasi Access by KAI berpengaruh langsung positif dan signifikan terhadap keputusan pembelian tiket kereta api, Faktor-faktor yang mempengaruhi seperti: ketersediaan informasi, kecepatan tanggap petugas, kecepatan dalam proses pelayanan. Terdapat 5 variabel yang mempengaruhi kualitas pelayanan diantaranya: berwujud (*tangible*), empati (*empathy*), keandalan (*reliability*), daya tanggap (*responsive*), dan jaminan (*assurance*). PT. Kereta Api Indonesia (Persero) dapat mempertahankan dan terus meningkatkan kualitas pelayanan pada aplikasi Access by KAI serta strategi pemasaran dalam kesesuaian harga dan promosi, karena hal tersebut dapat memberikan pengaruh terhadap peningkatan penjualan tiket kereta api di Stasiun Kiaracondong.

Kata Kunci: Kualitas Pelayanan, Aplikasi Access by KAI, Penjualan Tiket Kereta Api

ABSTRACT

This research aimed to explore the service quality process of the Access by KAI application for its users in an effort to enhance train ticket sales at Kiaracondong station. The research employed a qualitative-descriptive method, focusing on fact-based issues, conducted through observation at Kiaracondong station and interviews with PT Kereta Api Indonesia (Persero) employees. Findings revealed that the service quality of the Access by KAI application significantly influenced train ticket purchasing decisions, with factors such as information availability, staff responsiveness, and service process speed playing crucial roles. Five variables impacting service quality were identified: tangibility, empathy, reliability, responsiveness, and assurance. PT Kereta Api Indonesia (Persero) is recommended to uphold and enhance the service quality of the Access by KAI application, alongside marketing strategies related to pricing and promotion suitability, as these factors can contribute to increased train ticket sales at Kiaracondong station.

Keywords: Service Quality, Access by KAI Application, Train Ticket Sales

INTRODUCTION

PT Kereta Api Indonesia (Persero), a state-owned enterprise (BUMN) engaged in providing land transportation services, especially railways, aims to facilitate the flow of people or goods mass movement effectively and efficiently in human needs activities (Alfarizi & Rismawati, 2020). Nowadays, there are numerous online transportation options as a form of technology implementation in the transportation sector. To continue competing and staying up-to-date with the evolving times, PT KAI has launched an application called "KAI Access" which is useful for online train ticket booking, ordering food while on the train, checking the delivery of goods, and accessing informational articles from the KAI Group (Akbar et al., 2023).

PT Kereta Api Indonesia (Persero) held the grand launch of the "Acces By KAI" application at The Westin Jakarta on Thursday (10/8). The "Acces" application is a revamp or performance improvement of the previous train ticket booking application named "KAI Access" (Geby, 2023). In this application, KAI introduces several features that can be utilized by the public, such as booking tickets for intercity trains, local trains, commuter lines, LRT, airport trains, and high-speed trains.