

ABSTRACT

The development of the Internet gives considerable influence for a company's business systems, the role of the internet in business ie changing railway ticket purchasing system manually into purchasing tickets online. PT. Kereta Api Indonesia (Persero) to improve services in the process of purchasing tickets online for the creation of customer satisfaction. Based on interviews with 30 respondents on January 3, 2015 in Kebon Kawung Bandung Station, with the new system raises many problems faced by PT. KAI is less smooth train ticket purchases such as a web system error.

The purpose of this study was to determine the influence of service quality online ticket reservation on customer satisfaction services users online ticket reservation PT. KAI. The independent variable (X) of the study was the quality of service online ticket reservation while the dependent variable (Y) is the consumer satisfaction. The method used is quantitative method with descriptive and simple linear regression analysis method. Using the technique of Non-Probability Sampling, the sampling technique used is incidental sampling distributed to 100 respondents with a population of 88,691,733.

From the research results prove that the quality of service online ticket reservation at PT. Kereta Api Indonesia (Persero) reached a value of 82.07%. It shows the quality of services online ticket reservation at PT. Kereta Api Indonesia (Persero) included in both categories. Consumer satisfaction of users of services online ticket reservation at PT. Kereta Api Indonesia (Persero) reached a value of 82.68%. It shows consumer satisfaction included in both categories for the service e-ticketing (the official website of PT. KAI).

The conclusion from this study is the result of testing the coefficient of determination that the service quality of online ticket reservation (X) does not significantly affect customer satisfaction (Y) of 0.091 or 9.10%. The figure shows that the quality of service online ticket reservation does not significantly affect customer satisfaction services users online ticket reservation PT. KAI.

Keywords: customer satisfaction, service quality online reservation ticket, PT. Kereta Api Indonesia (Persero).