

ABSTRACT

KAI Access application is an application that aims to facilitate customers for purchasing tickets or Accessing information about the train. However, this application still facing several issues and having some impact on customer satisfaction. Therefore the purpose of this study is to determine the effect of efficiency, privacy, reliability, emotional benefit, and customer service on e-satisfaction of KAI Access users.

This research is using a quantitative method by using descriptive and causal approach. The population in this study is the KAI Access application's users. Sampling technique in this study using non-probability sampling with purposive sampling technique and samples taken were 107 respondents who are KAI Access application's active users. This study using multiple linear regression analysis and using SPSS version 22 for data analysis tools.

The results show that efficiency, privacy, reliability, emotional benefit, and customer service simultaneously have a positive impact on e-satisfaction. Partially, only the variables efficiency, emotional benefit, and customer service have a positive impact on the e-satisfaction variable. While the variables privacy and reliability have no positive and significant impact on the e-satisfaction variable. This can be referred to as users who don't get the impact of its KAI Access application's services and qualities in terms of accurate product delivery, on-time delivery, and privacy.

Keywords: Efficiency, Privacy, Reliability, Emotional Benefit, Customer Service, Electronic Satisfaction, KAI Access, Indonesia