

ABSTRACT

Technological developments are used to make it easier for people to make purchases online. PT Kereta Api Indonesia is one of the companies that has followed the development of technological advances. PT Kereta Api Indonesia makes it easy for consumers / users of train services to purchase train tickets online. In this case PT Kereta Api Indonesia (Persero) has an application called KAI Access which was created to make it easier to book tickets and also to Access information about rail transportation.

The purpose of this study is to analyze how the effect of E-service Quality through the KAI Access application on customer satisfaction. E-service Quality or quality can be called internet-based electronic services that make it easier for users to use applications. This research is quantitative descriptive, data obtained using a questionnaire method to 100 respondents obtained using the Bernoulli approach. This research uses simple regresi linear analysis.

The results of the study revealed that the value of E-service Quality was 82% in the good category, while the value of customer satisfaction was 86% in the very good category. The effect of E-service Quality on customer satisfaction is 55.4% and the remaining 44.6% is caused by other variables not included in this study. In this study also obtained a simple linear regression equation that is $0.000 < 0.005$, so it can be concluded that the variable E-service Quality (X) has an effect on customer satisfaction (Y).

Keywords: *E-service Quality, Customer Satisfaction*