

I. INTRODUCTION

Information technology is developing rapidly to facilitate activities [1]. The use of technology related to the Internet has increased yearly [2]. According to the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 210.03 million internet users will be in 2021-2022. This Number has increased from the previous period by 6.78% [2]. This proves that the Internet is necessary for the community to facilitate all activities without limitations on distance, space, and time, especially for Generation Z [3]. Generation Z is a generation closely related to technology. It has different behaviors from other generations because it was born and grew up in the digital era, impacting the decision to purchase a product [4].

One of the developments in technology is the transportation sector which makes it easy for customers to buy e-tickets, and the payment method will be cashless, making it more efficient [5]. This innovation is undoubtedly an attraction for customers, so many businesses are innovating. One is PT Kereta Api Indonesia which launched an application called KAI Access. KAI Access Application was established in 2014, and the Number of users until September 2022 has reached 9,042,449 customers [6]. The KAI Access application has been updated several times to meet customer needs [6]. Still, the user assessment of the KAI Access Application in the Apps Store and Play Store gets a poor rating and is relatively low, with each rating in the Apps Store 2.0/5 and the Play Store 3.0/5. Then a comparison is made with a similar application that provides online ticket purchasing services on the Play Store, namely Traveloka, which has a rating of 4.9/5. In addition, there are unfavorable comments aimed at the KAI Access Application. Based on this, further research needs to be conducted to determine the service quality of the online ticket reservation service from the KAI Access Application.

This research aims to measure the service quality of the online ticket reservation service for Generation Z users of the KAI Access Application. In many analytical methods, e-Service Quality is most suitable for this research because it can be characterized as general consumer assessments of excellence and quality [7]. Efficiency, System Availability, Privacy, Fulfillment, Compensation, Responsiveness, Contact, and Security are the components of the e-Service Quality approach [8], [9].