

## ABSTRACT

*The purpose of this study was to analyze the effect of customer satisfaction on customer loyalty of KAI Access in using the RAILFOOD feature at PT Kereta Api Indonesia. This research involved 100 respondents who used the KAI Access service in the Greater Jakarta area. Data collection was carried out through an online survey that evaluated the five dimensions of E-Servqual, namely tangibles, reliability, responsiveness, assurance, and empathy. The results of the study show that customer satisfaction has a positive effect on KAI Access customer loyalty in using the RAILFOOD feature at PT KAI Indonesia. The tangibles and assurance dimensions have the most significant effect on customer satisfaction, while the responsiveness dimension has the least influence on customer satisfaction. The findings of this study suggest that PT KAI Indonesia should focus on increasing the tangibles and assurance dimensions to increase customer satisfaction and loyalty. In addition, improving the accessibility and responsiveness of KAI Access services, developing user-friendly features, and implementing a proactive customer service strategy can further increase customer satisfaction and loyalty. Overall, this study provides valuable insights into the importance of customer satisfaction and loyalty for KAI Access services, and highlights the need to improve service quality to meet customer expectations and drive long-term business success.*

**Keywords:** *E-service, Customer Loyalty, KAI Access*