

ABSTRACT

The background of this research is the accumulation of passengers at ticket counter at departure station that indicates a lack of interest in using online reservation ticket service.

This research aims to analyze and provide empirical evidence about the influence of the four variables of quality electronic services are efficiency (X1), fulfillment (X2), system availability (X3), dan privacy (X4) to customer satisfaction users online reservation ticket of PT Kereta Api Indonesia Daop 4 Semarang. The population in this study was the passengers that uses the online reservation ticket in the PT Kereta Api Indonesia Daop 4 Semarang. The data was collected using questionnaires. Data analysis techniques used in this research is multiple regression analysis.

The result of the multiple linear regression analysis that has been done shows that all independent variables consisting of efficiency, fulfillment, system availability, and privacy have a positive coefficient. It proves that all the independent variables have a positive effect on the dependent variable which is customer satisfaction and the coefficient of determination (adjusted R^2) obtained is 0.525 which means that 52.5% customer satisfaction is influenced by variable efficiency, fulfillment, system availability, and privacy. The rest of the customer satisfaction is influenced by other factors that are not explained in the regression model obtained in this study. Efficiency variables are independent variables that most influence on the dependent variable that is equal to 0,400.

Keywords: quality of service, efficiency, fulfillment, system availability, privacy, customer satisfaction.