

**PENGARUH *E-SERVICE QUALITY* *E-TICKETING SYSTEM*  
TERHADAP *E-CUSTOMER SATISFACTION*  
(Studi pada pengguna aplikasi *Access by KAI* di Indonesia)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Pendidikan Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA  
2024**

**LEMBAR HAK CIPTA**

**PENGARUH *E-SERVICE QUALITY* *E-TICKETING SYSTEM* TERHADAP *E-CUSTOMER SATISFACTION***

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Sebuah Skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

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**PENGARUH *E-SERVICE QUALITY E-TICKETING SYSTEM* TERHADAP *E-CUSTOMER SATISFACTION***  
**(Studi pada pengguna aplikasi *Access by KAI* di Indonesia)**

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## PERNYATAAN KEASLIAN SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “*Pengaruh E-Service Quality E-Ticketing System Terhadap E-Customer Satisfaction (Studi pada pengguna aplikasi Access by KAI di Indonesia)*” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

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Yang membuat pernyataan,



Siti Robiah Adawiyah

## ABSTRAK

Siti Robiah Adawiyah (1705977), “**Pengaruh *E-Service Quality E-Ticketing System Terhadap E-Customer Satisfaction* (Studi pada pengguna aplikasi *Access by KAI* di Indonesia)**” Dibawah bimbingan Dr. H. Rd. Dian Herdiana Utama, M.Si. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality* terhadap *e-customer satisfaction* pada pengguna aplikasi *Access by KAI* di Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah *e-customer satisfaction* (Y), dan *e-service quality* (X) sebagai variabel bebas. Metode penelitian yang digunakan dalam penelitian ini yaitu metode *explanatory survey*. Metode *explanatory survey* dilakukan melalui kegiatan pengumpulan informasi menggunakan kuesioner kepada pengguna aplikasi dengan tujuan untuk mengetahui pendapat dari sebagian populasi yang diteliti terhadap penelitian. Teknik analisis data yang digunakan untuk mengetahui pengaruh dan hubungan dalam penelitian ini yaitu teknik analisis regresi linier sederhana. Hasil temuan penelitian ini menunjukkan bahwa gambaran *e-service quality* pada katagore cukup baik dan *e-customer satisfaction* pada kategori baik. *e-service quality* memiliki pengaruh yang positif dan signifikan terhadap *e-customer satisfaction*. Temuan ini mungkin akan bermanfaat bagi penyedia layanan *e-ticketing system* untuk meningkatkan sistem agar dapat memenuhi kebutuhan pelanggan dengan lebih baik.

Kata kunci: *E-Service Quality, E-Ticketing, E-Customer Satisfaction*

## **ABSTRACT**

Siti Robiah Adawiyah (1705977), “*The Effect of E-Service Quality E-Ticketing System on E-Customer Satisfaction (Study on Access by KAI application users in Indonesia)*”. Under guidance of Dr. H. Rd. Dian Herdiana Utama, M.Si\_ and Dr. Dita Amanah, MBA.

*This study aims to determine the effect of e-service quality e-ticketing on e-customer satisfaction. The type of research used is descriptive and verification, namely by describing and exposing the variables studied and then drawing conclusions. The dependent variables in this study are e-customer satisfaction (Y) and e-service quality (X) as independent variables. The research method used in this study is the explanatory survey method. The explanatory survey method is carried out through information gathering activities using a questionnaire from a sample of 385 users apps with the aim of knowing the opinions of some of the population studied in the research. The data analysis technique used to determine the influence and relationship in this study is simple regression analysis technique. The findings of this study indicate that the description of e-service quality is in the good category and e-customer satisfaction is in the fairly good category. e-service quality have a positive and significant influence on e-customer satisfaction. These findings may be useful for online ticketing service providers to enhance systems to better meet customer needs.*

**Keywords:** *e-service quality, e-customer satisfaction, and e-ticketing system*

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Skripsi ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat mendatangkan manfaat serta memberi sumbangsih yang berarti bagi kemajuan dunia pemasaran serta pendidikan. Penulis memohon maaf apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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