

ABSTRACT

PT. Kereta Api Indonesia has transformed business, is using technology as a tool for selling train tickets. Information technology solutions implemented by PT. Kereta Api Indonesia is an electronic ticket. Based on reports complaints from July to December 2016 there were a total of 31 complaints on Customer Service is electronic tickets

This research to determine consumer responses about the service quality of electronic ticket (efficiency, fulfillment, System Availability, privacy) and find out how much influence the service quality of electronic ticket to consumer satisfaction PT Kereta Api Indonesia in Bandung city.

This research method uses quantitative methods and purpose of the study is descriptive, population of consumer electronic ticket in Bandung city. The sampling technique used is Non Probability Sampling by purposive sampling technique. The sample used in this study is 384 respondents. tabulation data uses software SPSS 22.

Based on the results, overall the service quality of ticket electronic is considered good, customer with an average score of 80.16%, satisfaction is considered good with an average score of 84.64% and influence service quality of ticket electronic to customer satisfaction amounted to 55.2% and 44.8% influenced by other factors outside the study. Efficiency, fulfillment, System Availability, privacy has influence to customer satisfaction.

Based on the results of research, to improve the quality of service PT. Kereta Api Indonesia needs to increase the speed at loading (loading pages) electronic ticketing sites, sending back responses to prospective passengers who are accessing the site in accordance with its orders, controlling the site and no interruptions such as errors occur so that passengers can access the sites that have been provided without any interference, giving consumers more confidence by keeping consumer personal information on electronic tickets and providing assurance that information creditcard passenger is fully protected

Keywords : *service quality, ticket electronic, customer satisfaction*

