

INTISARI

Aplikasi Access by KAI merupakan platform digital yang disediakan oleh PT Kereta Api Indonesia (Persero) untuk mendukung layanan pemesanan tiket dan informasi perjalanan kereta api secara daring. Namun, berdasarkan ulasan pengguna di Google Play Store, masih ditemukan beberapa keluhan, seperti kendala pada proses pembayaran, respons layanan yang belum optimal, serta gangguan sistem pada waktu tertentu. Penelitian ini bertujuan untuk menganalisis tingkat kepuasan pengguna terhadap layanan aplikasi Access by KAI menggunakan metode Mobile Service Quality (MS-QUAL) dan Importance Performance Analysis (IPA). Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden pengguna aktif, dengan 36 atribut pernyataan yang mewakili 9 dimensi MS-QUAL, serta menggunakan dua skala penilaian IPA, yaitu tingkat kepentingan (importance) dan tingkat kinerja (performance). Hasil uji instrumen menunjukkan bahwa seluruh atribut pernyataan dinyatakan valid dan reliabel. Hasil analisis menunjukkan bahwa tingkat kualitas layanan aplikasi Access by KAI berdasarkan analisis kesenjangan memperoleh nilai rata-rata gap sebesar -0,37, sedangkan hasil analisis tingkat kesesuaian menunjukkan nilai rata-rata sebesar 90,04%, yang mengindikasikan bahwa kualitas layanan aplikasi Access by KAI belum sepenuhnya memenuhi harapan pengguna. Selanjutnya, hasil pemetaan IPA menunjukkan bahwa atribut yang memerlukan prioritas perbaikan dan berada pada Kuadran I adalah B4 (Billing) dan R3 (Responsiveness).

Kata kunci: Access by KAI, kepuasan pengguna, Importance Performance Analysis, layanan digital transportasi, Mobile Service Quality.

ABSTRACT

The Access by KAI application is a digital platform provided by PT Kereta Api Indonesia (Persero) to support online ticket booking services and railway travel information. However, based on user reviews on the Google Play Store, several issues are still reported, including problems in the payment process, suboptimal service responsiveness, and occasional system disruptions. This study aims to analyze user satisfaction with the Access by KAI application services using the Mobile Service Quality (MS-QUAL) and Importance Performance Analysis (IPA) methods. Data were collected through the distribution of questionnaires to 100 active users, consisting of 36 statement attributes representing nine MS-QUAL dimensions, and employing two IPA assessment scales, namely importance and performance. The instrument testing results indicate that all statement attributes are valid and reliable. The analysis results show that the service quality of the Access by KAI application, based on gap analysis, obtained an average gap value of -0.37, while the conformity level analysis produced an average value of 90.04%, indicating that the service quality of the Access by KAI application has not yet fully met user expectations. Furthermore, the IPA mapping results reveal that the attributes requiring priority improvement and located in Quadrant I are B4 (Billing) and R3 (Responsiveness).

Keyword: Access by KAI, digital transportation services, Importance Performance Analysis, mobile services quality, user satisfaction.