

## **Service Quality of The Access by KAI Application in Efforts to Improve Train Ticket Sales at Kiaracandong Station DAOP 2 Bandung**

**Siti Nur Azizah, Tiris Sudrartono**

Politeknik Piksi Ganesha Bandung

Correspondence: [piksi.azizah.20401130@gmail.com](mailto:piksi.azizah.20401130@gmail.com), [tirissudrartono@gmail.com](mailto:tirissudrartono@gmail.com)

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana proses kualitas pelayanan aplikasi Access by KAI terhadap pengguna dalam upaya peningkatan penjualan tiket kereta api di Stasiun Kiaracandong. Metode penelitian yang digunakan yaitu metode kualitatif-deskriptif yang difokuskan pada permasalahan atas dasar fakta yang dilakukan dengan cara pengamatan/observasi di stasiun kiaracandong dan juga wawancara dengan pegawai PT.Kereta Api Indonesia (Persero). Hasil penelitian menunjukkan bahwa kualitas pelayanan aplikasi Access by KAI berpengaruh langsung positif dan signifikan terhadap keputusan pembelian tiket kereta api, Faktor-faktor yang mempengaruhi seperti: ketersediaan informasi, kecepatan tanggap petugas, kecepatan dalam proses pelayanan. Terdapat 5 variabel yang mempengaruhi kualitas pelayanan diantaranya: berwujud (*tangible*), empati (*empathy*), keandalan (*reliability*), daya tanggap (*responsive*), dan jaminan (*assurance*). PT. Kereta Api Indonesia (Persero) dapat mempertahankan dan terus meningkatkan kualitas pelayanan pada aplikasi Access by KAI serta strategi pemasaran dalam kesesuaian harga dan promosi, karena hal tersebut dapat memberikan pengaruh terhadap peningkatan penjualan tiket kereta api di Stasiun Kiaracandong.

**Kata Kunci:** Kualitas Pelayanan, Aplikasi Access by KAI, Penjualan Tiket Kereta Api

### **ABSTRACT**

This research aimed to explore the service quality process of the Access by KAI application for its users in an effort to enhance train ticket sales at Kiaracandong station. The research employed a qualitative-descriptive method, focusing on fact-based issues, conducted through observation at Kiaracandong station and interviews with PT Kereta Api Indonesia (Persero) employees. Findings revealed that the service quality of the Access by KAI application significantly influenced train ticket purchasing decisions, with factors such as information availability, staff responsiveness, and service process speed playing crucial roles. Five variables impacting service quality were identified: tangibility, empathy, reliability, responsiveness, and assurance. PT Kereta Api Indonesia (Persero) is recommended to uphold and enhance the service quality of the Access by KAI application, alongside marketing strategies related to pricing and promotion suitability, as these factors can contribute to increased train ticket sales at Kiaracandong station.

**Keywords:** Service Quality, Access by KAI Application, Train Ticket Sales

### **INTRODUCTION**

PT Kereta Api Indonesia (Persero), a state-owned enterprise (BUMN) engaged in providing land transportation services, especially railways, aims to facilitate the flow of people or goods mass movement effectively and efficiently in human needs activities (Alfarizi & Rismawati, 2020). Nowadays, there are numerous online transportation options as a form of technology implementation in the transportation sector. To continue competing and staying up-to-date with the evolving times, PT KAI has launched an application called "KAI Access" which is useful for online train ticket booking, ordering food while on the train, checking the delivery of goods, and accessing informational articles from the KAI Group (Akbar et al., 2023).

PT Kereta Api Indonesia (Persero) held the grand launch of the "Acces By KAI" application at The Westin Jakarta on Thursday (10/8). The "Acces" application is a revamp or performance improvement of the previous train ticket booking application named "KAI Access" (Geby, 2023). In this application, KAI introduces several features that can be utilized by the public, such as booking tickets for intercity trains, local trains, commuter lines, LRT, airport trains, and high-speed trains.

Kiaracondong Station, also known as Kircon, is a major Class B station, a legacy of the colonial government of the Dutch East Indies, noted as one of the busiest train stations serving Bandung, West Java. It is located on the border between Babakansari and Kebonjayanti neighborhoods (Kurnia, 2021).

In the past, all passenger trains, ranging from executive to economy classes, were served at Bandung Station. The increase in departure schedules at Bandung Station became the reason for shifting all economy class intercity train departures across southern and western Java to Kiaracondong Station, while executive class intercity trains, mixed classes, and a small portion of economy class trains remained served at Bandung Station (Ensiklopedia Dunia, 2019). Therefore, the quality of service of the Acces by KAI application must be enhanced to increase ticket sales at Kiaracondong Station.

According to Fitria et al (2024), service quality is the action offered by one party to another which is essentially intangible and leads to ownership of something (Cesariana et al., 2022). High service quality will be a company's advantage. If a company receives positive value in the eyes of consumers, consumers will provide good feedback and it is not impossible for them to become loyal customers (Herlambang & Komara, 2022). Service quality aims to create or foster trust and satisfaction among consumers regarding the services provided. Maximum service will indicate how good the service quality is in the eyes of consumers and also the positive value from customers. If the service exceeds client expectations, then service quality can be interpreted as perfect (Aprillia & Fatihah, 2021).

Service facilities are one aspect that influences the service quality provided. Therefore, fulfilling service facilities for customers or the public is something that needs to be considered. If the service is not satisfactory, it can disrupt and hinder the smoothness of service activities (Oktora et al, 2023). Customer-centric companies must consider what customers want, need, and prefer in terms of service because it will influence their decision to purchase the company's services or products (Dian, 2021). Based on Tjiptono (2014), the variables of service quality consist of five variables: Tangibles, which include physical facilities, equipment, staff, and communication facilities. Reliability, which is the ability to provide promised services promptly, accurately, and satisfactorily. Responsiveness, which is the willingness of staff to assist customers and provide prompt service. Assurance, which includes knowledge, competence, politeness, and reliability of staff; free from danger, risk, or doubt. Empathy, which includes ease of building relationships, good communication, personal attention, and understanding of individual customer needs (Sari, 2020).

Service quality is seen in how a company treats its consumers, which will then be judged by consumers whether they want to use the service again or not, so a good impression is crucial (Zakiyatul et al., 2023). These variables indicate that the overall level of customer satisfaction is influenced by the satisfaction of the characteristics of these five variables. Therefore, purchasing and sales activities are interrelated to facilitate the transfer of rights and transactions (Zebua et al., 2022). The promotional mix is a total marketing communication program of a company consisting of advertising, personal selling, sales promotion, and public relations used by the company to achieve its advertising and marketing objectives (Ardian & Sudrartono, 2021). Sales is the activity of selling goods or services, either on credit or cash basis. Several factors can affect sales, including: (1) product: something produced to meet consumer needs based on market demand, whether in the form of services, goods, or virtual products; (2) price: the cost incurred by consumers to acquire the products offered by the company; (3) location: the place where a company carries out its production activities for goods and services, as well as the place where consumers and sellers engage in buying and selling activities; and (4) promotion: the method used to increase sales of a product or service, typically carried out through advertising or offering discounts (Nuraeni & Sudrartono, 2023)

The marketing mix is a tactic that integrates offerings, logistics, and communication of products or services. With the marketing mix, it's not just about creating attractive offers but also considering the right tactics for distributing and promoting them (Vildayanti, 2020). Marketing is the activity or effort aimed at fulfilling targets within a company by meeting consumer needs and directing the flow of goods and services to provide service to consumers (Ramadhan & Sudrartono, 2023). Marketing strategy involves specific steps taken to promote a product or service with the aim of increasing sales. It is a series of critical efforts for an organization to achieve specific goals, as the ability to sell propositions extends only as far as those who know about them (Febriyanti & Arifin, 2023).

**Table 1**  
**Train Ticket Sales Data for Departures from Kiaracondong Station via the Access by KAI Application in 2023**

No	Month	Total Sales In Units	Percentage Fluctuation
1	January	62.217	-
2	February	51.617	(17%)
3	March	51.103	(0.9%)
4	April	85.557	67%
5	Mei	64.045	(25%)
6	June	70.408	(9.9%)
7	July	76.604	8.8%
8	August	66.615	(13%)
9	September	65.615	(1.5%)
10	October	68.553	4.4%
11	November	66.607	(2.8%)
12	December	86.253	29%

Source :Data processed in the year 2023

Based on Table 1, it is observed that the ticket sales from January to February and March experienced a decrease of 17.9%. However, in April, there was a significant increase in ticket sales, reaching 67%. Subsequently, from May to June, there was another decrease, amounting to 34.9%. In July, there was an increase of 8.8%, followed by a decrease from August to September by 14.5%. Moving forward, in October, there was a 4.4% increase, whereas November saw a decline to 2.8%. Finally, in December, ticket sales rebounded with an increase of 29%. The fluctuations in ticket sales are suspected to be due to the unsatisfactory quality of service provided by the Access by KAI application. In this study, the author aims to investigate how the service quality process of the Access by KAI application affects users and can potentially increase ticket sales at Kiaracondong Station. Therefore, the author conducted research titled "Service Quality of the Access by KAI Application in Efforts to Increase Ticket Sales at Kiaracondong Station"

## METHOD

The research method employed by the author is qualitative. According to Sugiyono (2018), qualitative research method is based on a philosophy used to examine scientific conditions (experiments) where the researcher serves as the instrument, data collection techniques, and qualitative analysis emphasizes meaning. According to Purba et al. (2021), descriptive research is the collection of data to test hypotheses or answer questions about the current status of the research subjects, which is a factual research method about the status of a group of people, an object, a condition, a system of thought, or events at the present time, with accurate interpretation. The qualitative-descriptive research method focuses on issues based on facts conducted through observation at Kiaracondong station and interviews with employees of PT Kereta Api Indonesia (Persero).

## RESULT

Ticket sales at Kiaracondong station have been facilitated through the Access by KAI application. These ticket sales encountered difficulties as they experienced a decline during regular months and only showed significant increases during peak periods, such as April, where there was a 67% increase due to the Eid al-Fitr holiday, and in July, where there was an 8.8% increase due to school holidays. Furthermore, ticket sales surged again by 29% in December due to the long Christmas holiday period, which led to an increase in passenger numbers. However, during regular months, ticket sales experienced a decline. Through this study, it can be concluded that several factors contribute to the decrease in ticket sales, namely the lack of sales promotion and servicequality at Kiaracondong station.

In terms of service, there are 5 service quality variables at Kiaracondong Station, including:

1. **Tangible:** From the physical evidence, it is evident that Kiaracondong Station has improved its physical facilities, such as waiting rooms, customer service areas, check-in counters, ATM, health posts, nursing rooms, toilets, prayer rooms, security posts, and also tenants such as Alfamart, Indomart, Roti'o, and Bolu Susu Lembang. According to the interview with PT KAI employee Agustin Setiowati, "the facilities at Kiaracondong Station are adequate and complete, but the seating

in the waiting area is still insufficient because there are still many passengers standing in the parking area. However, Kiaracandong Station is currently improving all facilities to make passengers more comfortable using the facilities at Kiaracandong Station." Based on the marketing mix strategy used by Kiaracandong Station, tangibility is manifested in terms of place, which is the 4th variable of the marketing mix. An application that aligns with the physical evidence is the assurance of payment and ease of purchasing train tickets and conducting transactions through the Access by KAI application.

2. Empathy: The staff at Kiaracandong station always provide the best service to their customers by communicating in a friendly and polite manner, such as greeting, smiling, and addressing passengers, and they always understand the needs of the passengers. According to the interview with PT KAI employee Agustin Setiowati, "the staff at Kiaracandong station always provide good service to passengers by informing them about the service information and always being ready to assist passengers when needed." In the marketing mix strategy used by Kiaracandong station, empathy is manifested in terms of the Product variable, which is the 1st variable of the marketing mix. An application that aligns with empathy is the display of a greeting message upon opening the application, addressed to the user of the Access by KAI application.
3. Reliability: Kiaracandong station is able to provide services accurately as promised, such as timely train departures and the staff always providing the best service to passengers according to the established service operational standards, such as directing passengers who are unfamiliar with their train or reserved seating. According to the interview with PT KAI employee Agustin Setiowati, "train departures at Kiaracandong station are always on time according to the schedule, and the staff are always responsive in providing service to customers." In the marketing mix strategy used by Kiaracandong station, reliability is represented by the Promotion variable because both conventional and digital promotions have been carried out. An application that aligns with reliability is the Access by KAI application, which is available 24 hours a day and can be accessed anytime and anywhere.
4. Responsiveness: The staff at Kiaracandong station are quick to respond to customer complaints, provide clear information about fares and services, and ensure the availability of information (Customer Services). Additionally, there are staff members specifically assigned to provide information and assist customers when boarding and disembarking from trains. Kiaracandong station has complaint channels for the public, including KAI service consumers, such as offline/onsite services such as Customer Service on Station and Ticket Sales Booths at the station. According to the interview with PT KAI employee Agustin Setiowati, "For customer complaints or concerns at Kiaracandong station, the staff are always responsive in addressing them." In the marketing mix strategy used by Kiaracandong station, responsiveness is represented by the Price variable due to the clarity of fares and services at Kiaracandong station. An application that aligns with responsiveness is the availability of a help center service in the application to assist customers in case of disruptions.
5. Assurance: Assurance refers to the ability and timeliness of service personnel and security assurance to cultivate trust among service users towards the service provider. Assurance of service is greatly determined by the performance of service personnel. Therefore, to enhance good and quality service, Kiaracandong station implements standard operating procedures (SOP) accordingly. For example, during the boarding service, personnel will inspect each passenger's belongings. If a passenger is found to be carrying items not allowed according to PT Kereta Api Indonesia regulations, the belongings will be confiscated, or the passenger will not be allowed to board the train. According to the interview with PT KAI employee Agustin Setiowati, "The assurance at Kiaracandong station provides comfort and satisfaction to passengers because during the boarding check-in, personnel ensure that passengers do not carry prohibited items so that passengers feel safe when boarding the train. An application that aligns with assurance includes accident insurance coverage and assurance that upon payment, users will immediately receive a booking code to be printed at the check-in counter. ers will immediately receive a booking code to be printed at the check-in counter.

Some of the explanations that have been given, this study is in line with the research of Ramlan et al. (2022) which states that service quality must meet customer expectations if satisfaction from the community is desired. If the quality of service fails to exceed what customers desire, it will certainly

not create customer satisfaction. Ticket sales through the Access by KAI application are known to be implemented at Kiaracandong station for all train ticket purchases to facilitate prospective passengers in buying tickets online without having to visit the station. Additionally, booking train tickets online is very efficient and safe. In the Access by KAI application, all services operated are integrated into one ticket booking system, including LRT, Airport Trains, commuter lines, and KCIC/KCJB. Access by KAI also offers several features such as purchasing credit, data packages, online bank payment points, PLN tokens, hotel reservations, KAI pay electronic money, and Railfood.

Here are the steps to book a ticket through the Access by KAI application: (1) download the access by kai application from google play store or the app store; (2) log in with your phone number or email; (3) select long-distance/local train ticket booking; (4) choose your departure and arrival destinations, for example: kiaracandong-kediri; (5) select the departure date. you can also purchase round-trip tickets by activating the button next to the departure date and selecting the return date below; (6) enter the number of passengers; (7) tap the search button for intercity tickets; (8) choose the desired train; (9) fill in passenger details and click continue; (10) select the desired seat; and (11) make the payment and receive the e-boarding pass. (Rangkuti, 2024).



Source: Rangkuti (2024)

**Figure 1**  
**logo Acces by KAI Figure and feature Acces by KAI**

## CONCLUSION

Based on the research findings, the following conclusions can be drawn:

1. The decrease in the usage of the Access by KAI application is caused by the suboptimal quality of service provided by the application. Therefore, PT KAI is improving the quality of service of the Access by KAI application by enhancing its performance and introducing innovative features to improve the train travel experience.
2. In terms of service quality, the Access by KAI application is developing new service features. This includes improvements in various aspects of the application, such as ease of ticket purchase, greeting messages on the application interface, 24/7 accessibility, the presence of a help center in the application, and quick and easy access to booking codes.
3. The increase in ticket purchases is managed through the implementation of a train ticket sales promotion strategy. This promotion includes offering discounts, which continuously boosts ticket sales at Kiaracandong station.

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