

Analisis variabel yang mempengaruhi intensi pembelian konsumen industri jasa kereta api = Analysis of variables affecting rail services industries passenger behavioural intensions

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Abstrak

Penelitian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi para konsumen jasa transportasi kereta api khususnya di Jabodetabek dalam niat pembelian/ penggunaan jasa transportasi kereta api. Niat pembelian dijelaskan oleh beberapa variabel: kualitas layanan (dalam dimensi SERVQUAL), kepuasan konsumen, perceived cost, nilai jasa transportasi, switching cost, dan alternative attractiveness. Penelitian menggunakan metode Structural Equation Modeling (SEM), yang menemukan bahwa faktor yang paling mempengaruhi niat pembelian konsumen jasa transportasi adalah variabel nilai jasa. Variabel ini sangat berperan penting bagi perusahaan yang bergerak di bidang usaha transportasi kereta api di Indonesia.

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This study aims to determine the factors that affect consumers, especially railway transport services in Greater Jakarta in purchase intent / use of rail transport services. Purchase intentions is explained by several variables: service quality (SERVQUAL dimensions), consumer satisfaction, perceived cost, the value of transportation services, switching costs, and alternative attractiveness. This research is done using Structural Equation Modeling (SEM), which found that the factors that most influence purchase intentions customers in the transportation service is the value of services variable. This variable is essential for companies engaged in the business of railway transportation in Indonesia.