

Kualitas pelayanan kereta api Matarmaja (studi kasus perbandingan persepsi masyarakat dan kinerja internal) = quality service matarmaja train comparative case study of public perception and performance internal

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Abstrak

[Penelitian ini menganalisa kualitas pelayanan Kereta Api (KA) Matarmaja dengan membandingkan persepsi penilaian pengguna KA Matarmaja dari 5 dimensi Servqual yakni Bukti langsung (Tangibles), Keandalan (Reliability), Daya Tanggap (Responsiveness), Jaminan (Assurance), empati (Empathy) dan kinerja internal KA Matarmaja. Tujuan dari penelitian ini adalah mengukur sejauh mana kualitas pelayanan KA Matarmaja jurusan Pasar Senen-Kota Malang PP dalam memberikan pelayanan transportasi dari sisi pelanggan dan pencapaian sesuai dengan kinerja internal. Sampel penelitian dilakukan pada 100 penumpang KA Matarmaja yang berangkat dari Stasiun Pasar Senen dalam kurun waktu Oktober-November 2014. Hasilnya menunjukkan, persepsi masyarakat terhadap pelayanan KA Matarmaja masih belum memuaskan, sedangkan kinerja internal menyebutkan sudah baik

dan memuaskan. Namun demikian ada beberapa hal yang harus diperbaiki utamanya mengenai ketepatan jadwal dan peningkatan kualitas petugas; This research analyze the service quality of Matarmaja train by comparing the user perception KA Matarmaja from 5 Servqual dimensions such as Tangibles, Reliability, Responsiveness, Assurance, and Empathy with Matarmaja train internal performance. The purpose of this research is to measure the service quality of Matarmaja train for Pasar Senen -Kota Malang service route in giving the transportation service from the side of customers and internal performance achievement. The research sampling is done by giving questionnaire to 100 passengers of Matarmaja train on October - November 2014. The result shows that people's perception on Matarmaja train service is still not satisfying, where as for the internal performance has already good and satisfying. Although there are some things should be fixed, primarily for the punctuality and officer's quality increasing., This research analyze the service quality of Matarmaja train by comparing the user perception KA Matarmaja from 5 Servqual dimensions such as Tangibles, Reliability, Responsiveness, Assurance, and Empathy with Matarmaja train internal performance.

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