Developing a model of toll road service quality using an artificial neural network approach

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Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20449834&lokasi=lokal

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Abstrak

Road infrastructure includes toll roads developed to support mobility and economic activity. The toll road is part of the road network and is an alternative that can save travelers time and give them better service. The level of service of the toll road is strongly connected to the level of satisfaction of toll road users; therefore, customer satisfaction needs to be included in development models.

The purpose of this study was to develop a model approach to customer satisfaction using an artificial neural network (ANN). Two models of customer satisfaction, SERVQUAL and Minimum Service Standards (SPM), have been used to modify the Toll Road Service Quality (TRSQ) model.

This study has been able to explain that TRSQ has a value of R^2, meaning the result is better than that of the other two models. The TRSQ model itself consists of seven dimensions: information, accessibility, reliability, mobility, security, rest areas, and responsiveness. Reliability is the dimension with the greatest effect on customer satisfaction.