

Pengaruh Penggunaan Media Sosial, Service Quality, dan Electronic Word of Mouth (E-WOM) Terhadap Customer Satisfaction pada Layanan Informasi dan Pengaduan PT Kereta Api Indonesia = The Influence of the Use of Social Media, Service Quality, and Electronic Word of Mouth (E-WOM) on Customer Satisfaction on PT Kereta Api Indonesia's Information and Complaint Services

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Abstrak

Penelitian ini mengkaji pengaruh penggunaan media sosial, Service Quality, dan Electronic Word of Mouth (E-WOM) Customer Satisfaction pada layanan informasi dan pengaduan PT Kereta Api. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Peneliti mengolah data dari 96 responden yang merupakan pelanggan kereta api dan pernah memanfaatkan layanan informasi dan pengaduan lewat akun media sosial @kai121_. Data diolah dengan path analysis, hasilnya menunjukkan bahwa penggunaan media sosial, Service Quality, dan E-WOM berpengaruh positif dan signifikan terhadap Customer Satisfaction. Penggunaan media sosial dan Service Quality juga mempunyai pengaruh tidak langsung terhadap Customer Satisfaction dengan melalui E-WOM.

.....This research sought to examine the effect of social media usage, service quality, and Electronic Word of Mouth (E-WOM) on customer satisfaction on PT KAI's information and complaint services. This quantitative research employed a survey method. The researcher processed the data obtained through questionnaires from 96 respondents whose inclusion criteria included; train customers, and users of information and complaints services through the @kai121_ social media account. The obtained data were analysed using the path analysis method. The research results revealed that social media usage, service quality, and E-WOM has a positive and significant effect on Customer Satisfaction. Social media usage and Service Quality has indirect effect on Customer Satisfaction through E-WoM.