

Analisis Model SERVQUAL yang Dimodifikasi Terhadap Loyalitas Pengguna Transportasi Publik (Studi Pada Kereta Cepat Whoosh) = Analysis of the Modified SERVQUAL Model on Public Transportation Users' Loyalty (Case Study on Whoosh High-Speed Train)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan Kereta Cepat Whoosh terhadap kepuasan dan loyalitas pelanggan di Indonesia. Model SERVQUAL yang dimodifikasi digunakan dalam penelitian ini untuk mengevaluasi enam dimensi kualitas pelayanan; Tangibility, Reliability, Assurance, Comfort, Convenience, dan Empathy and responsiveness. Desain penelitian yang digunakan adalah kuantitatif dengan pendekatan konklusif deskriptif, menggunakan metode pengumpulan data primer melalui survei kuesioner elektronik dalam bentuk Google Forms dan teknik sampling non-probability dengan metode snowball sampling. Data yang terkumpul dari 165 responden diolah menggunakan metode Partial Least Squares – Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa Tangibility, Reliability, Assurance, Comfort, dan Convenience memiliki pengaruh positif signifikan terhadap Overall satisfaction, sementara Empathy and responsiveness tidak menunjukkan pengaruh signifikan. Selain itu, Overall satisfaction memiliki pengaruh positif kuat terhadap Customer loyalty.

.....This study aims to analyze the impact of the Whoosh High-Speed Train's service quality on customer satisfaction and loyalty in Indonesia. A modified SERVQUAL model is used in this research to evaluate six dimensions of service quality: Tangibility, Reliability, Assurance, Comfort, Convenience, and Empathy and Responsiveness. The research design is quantitative with a conclusive descriptive approach, using primary data collection through electronic questionnaire surveys via Google Forms and a non-probability sampling technique with the snowball sampling method. Data collected from 165 respondents were analyzed using Partial Least Squares – Structural Equation Modelling (PLS-SEM). The results indicate that Tangibility, Reliability, Assurance, Comfort, and Convenience have a positive and significant impact on Overall Satisfaction, while Empathy and Responsiveness do not show a significant impact. Additionally, Overall Satisfaction has a strong positive influence on Customer Loyalty.