



ISSN : 3032-131X

<https://doi.org/10.61796/jgrpd.v1i5.1105>

QUALITY OF TRANSPORTATION SERVICES BY PT. KERETA API INDONESIA (PERSERO) AT SURABAYA GUBENG STATION. FOCUS ON DIGITAL TICKET BOOKING THROUGH THE KAI ACCESS APPLICATION

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Received: Apr 22, 2024; Accepted: May 01, 2024; Published: May 11, 2024;

Abstract: **General Background:** Transportation service quality is essential for ensuring customer satisfaction and fostering loyalty, particularly in the digital era where online platforms play a significant role. **Specific Background:** PT. Kereta Api Indonesia (Persero) has introduced the KAI Access application to streamline online ticket purchases and improve customer convenience, especially at Surabaya Gubeng Station. **Knowledge Gap:** Despite its benefits, there remain technical issues and challenges in user adoption that may impact customer perceptions and satisfaction. Understanding these challenges and identifying potential improvements is crucial. **Aims:** This study aims to evaluate the service quality of the KAI Access application and its impact on customer satisfaction at Surabaya Gubeng Station. **Results:** The findings reveal that, despite occasional technical issues, users generally perceive the application as reliable. PT KAI's efforts, such as infrastructure improvements, responsive support via call center 121 and social media, and educational tools like video tutorials, have reduced issues and enhanced satisfaction. Additionally, professional customer service officers at Surabaya Gubeng Station further contribute to positive user experiences. **Novelty:** The study highlights the importance of customer education and the role of communication skills in enhancing service adoption and satisfaction. **Implications:** Ongoing improvements in service quality, including enhanced information provision and better handling of specific policies like ticket refunds, are essential to strengthening customer trust, satisfaction, and loyalty in the future.

Keywords: Service quality, KAI Access, Customer satisfaction, PT. Kereta Api Indonesia, Surabaya Gubeng Station

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Introduction

Public service is an activity or a series of activities aimed at fulfilling service needs. In accordance with the legislation for every citizen and resident regarding goods, services, and/or administrative services provided by public service organizers, namely every state organizer institution, corporation, and independent agency. Based on the Republic of Indonesia Law No. 25 of 2009[1] on public services, the activities are carried out by officials, employees, officers, and everyone who works within the organizing organization tasked with carrying out actions or a series of actions for public service. Service standards are benchmarks used as guidelines for service delivery and as references for assessing service quality, serving as the obligation and promise of providers to the community in the context of quality, fast, easy, affordable, and measurable service.

One of the public services is public transportation services. Public services in this context are services provided by state-owned enterprises/regional-owned enterprises that have been

delegated the task of providing public services (public service obligation). Examples include air/sea/land transportation services provided by PT (Persero) Garuda Indonesia, PT (Persero) Merpati Airlines, PT (Persero) Pelni, PT (Persero) KAI, and PT (Persero) DAMRI.

State-owned enterprises that focus on community service and are passenger-oriented, such as PT.KAI, continuously improve the quality of their services both at stations and on trains. The advancement of information technology demands that companies in the railway transportation service sector enhance their services and provide convenience for users, such as ease of accessing ticket purchases. We know that in big cities, the speed of information and mobility are very much needed, just like Surabaya City, which is the second largest city in Indonesia and also the capital of East Java Province, a destination for workplaces and shopping centers. Based on the statistical data from the Central Bureau of Statistics (BPS) of Surabaya City in 2020 [2], the number of active large and medium industrial companies by district in Surabaya City in 2020 amounted to 578 industrial companies, not to mention the shopping centers and universities located in Surabaya City. The station of PT. Kereta Api Indonesia (Persero) Surabaya Gubeng is located within the Operational Area 8 Surabaya, with Class A status situated in the Tambak Sari District of Surabaya. This station is one of the busiest in Indonesia, serving both local and long-distance train passenger transport, as evidenced by the following data on passenger arrivals and departures at Surabaya Gubeng Station:

Table 1. The Number of Passenger Boardings and Alightings at Surabaya Gubeng Station

No	Month	Passenger Occupancy Increased	Average Per Day	Passenger Occupancy Decreased.	Average Per Day
1	January	265.638	8.800	290.049	9.600
2	February	250.605	8.300	257.139	8.500
3	March	270.173	9.000	277.237	9.200
4	April	297.549	9.900	295.784	9.850
5	May	293.093	9.750	307.146	10.200
6	June	308.873	10.200	305.445	10.100
7	July	324.714	10.800	347.219	11.500
8	August	290.224	9.650	301.088	10.000
9	September	298.484	9.900	294.808	9.800

Data Source: Ticketing Operator Surabaya Gubeng Station Year (2023)

From the table above, it shows that the demand for transportation at Surabaya Gubeng station is very high, so PT.KAI (Persero) Surabaya Gubeng Station Daop 8 Surabaya is improving the quality of service. One form of service improvement provided is the ticket purchasing service through an online application called KAI Access. This ticket purchasing application can be downloaded via Google Play or the App Store, and users can log in with their phone number or Google account. The features available on the KAI Access application are quite comprehensive, ranging from booking tickets for local and long-distance trains to other supporting features. The KAI Access application was first launched in 2014 and has helped many train customers in booking tickets online. Although it has been in use for nine years, there are still customers who prefer to order or purchase tickets manually, such as local train ticket purchases, as evidenced by the number of passengers who still utilize the manual counter service, as shown in the following table:

Table 2. Number of Local Train Ticket Purchase Transactions at Surabaya Gubeng Station

Date	The month of July			
	Total	KAI Acces	Go Show	
01/07/2024	5.458	5.306	152	3%
02/07/2024	5.461	5.306	155	3%
03/07/2024	5.548	5.380	168	3%
04/07/2024	5.341	5.201	140	3%
05/07/2024	5.684	5.544	140	2%
06/07/2024	5.374	5.228	146	3%
07/07/2024	5.154	5.007	149	3%
08/07/2024	5.324	5.152	172	3%
09/07/2024	5.279	5.118	161	3%
10/07/2024	5.400	5.215	185	3%

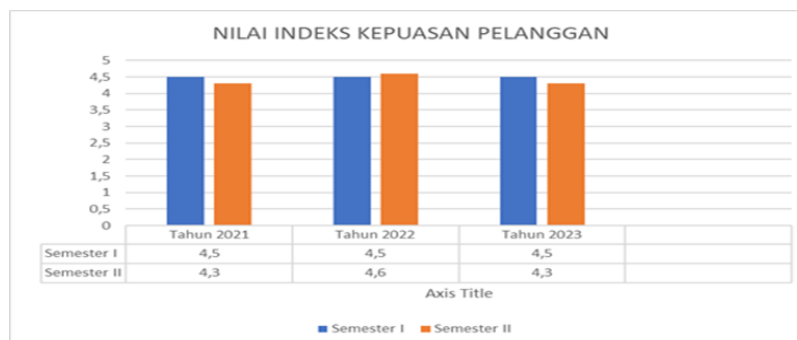
Data Source: Ticketing Operator Surabaya Gubeng Station year (2024)

From the table above, it can be seen that manual ticket purchases are still widely done and have not yet been fully replaced by the digital system. The importance of understanding the use of the KAI Access Application needs to be increased to encourage more passengers to purchase tickets online, especially for those who are less familiar with technology. This indicates that there are still challenges regarding the ease of use of KAI Access, so not all train customers have switched to online ticket purchases.

To understand the theory for measuring public service quality, the concept of service quality can be defined. According to Kasmir (2017:47) [4], service quality is defined as the actions or deeds of an individual or organization aimed at providing satisfaction to customers or employees. Meanwhile, according to Aria and Atik (2018:16) [5], service quality is an important component that must be considered in providing excellent service quality. Service quality is a central point for companies because it affects consumer satisfaction, and consumer satisfaction will arise when the service quality provided is good. The author uses the theoretical framework of Morgan and Murgatroyd. Customer perception is very important in assessing the quality of public service. Morgan and Murgatroyd (1994) [6] mention ten criteria commonly used by customers in their perception of public service quality, namely: a) Reliability b) Responsiveness c) Competence d) Access e) Courtesy f) Communication g) Credibility h) Security i) Customer Needs j) Appearance.

PT Kereta Api Indonesia (Persero), as a leading state-owned enterprise in the transportation service sector, continuously strives to understand and evaluate the services provided to customers. PT Kereta Api Indonesia (Persero) conducts customer satisfaction surveys every semester of the year, both on the train and at the train station. The customer satisfaction survey at the station includes respondents from various backgrounds in terms of gender, education, and occupation, with a maximum index value of 5.00. Assessment of the category of Physical Dimension of hospitality includes ticket counter staff, Customer Service staff, and security staff. Then, the category of Physical Dimension of the Station includes parking area, availability of benches or platforms, facilities for the disabled, vehicle entry and exit in the parking area, station toilets, and health service facilities. Next, the category of Non-Physical Dimension of fares and tickets includes service commensurate with the cost incurred, and the availability of various types of train service classes and their fares. The last category is the Physical Dimension of the ticket purchase location, which includes satisfaction with the purchase location and the availability of information on the ticket. Below is the table of customer satisfaction index values at Surabaya

Gubeng Station:



Data Source: website <https://www.skpkai.com>

Figure 1. Customer Satisfaction Index (CSI) Surabaya Gubeng Station

From the table above, it can be shown that the customer satisfaction index at Surabaya Gubeng Station is categorized as good. The purpose of this Customer Satisfaction Survey is to serve as an evaluation or measurement tool to determine the extent of the service quality provided to train service users, as well as a Key Performance Indicator (KPI) for PT. Kereta Api Indonesia (Persero) with a maximum score of 5.00. Customer satisfaction index assessment is based on occupation, education, age, and gender. Although the customer satisfaction index value above is categorized as good, there are still fluctuations in the value. For example, in 2021, there was a decrease in value due to several assessment dimensions that declined, such as the customer care dimension, ticket purchase location dimension, staff friendliness dimension, information accuracy dimension, and service time dimension. As a company committed to digitalization programs and maintaining customer satisfaction aimed at ensuring customer loyalty to use transportation services, PT. Kereta Api Indonesia (Persero) continues to make improvements and evaluations, one of which is the ticket sales application through KAI Access. Several previous studies have also discussed the KAI Access application, the first of which was conducted by Yustita Titi Hapsari in 2022, titled “The Quality of Self-Service Technology of the KAI Access Application (A Study on PT. Kereta Api Indonesia Persero Daop 9 Jember),” which shows that the service quality of the KAI Access application at PT. KAI (Persero) DAOP IX Jember can be considered good. In terms of minimum service standards, PT.KAI has an online ticket purchasing application called KAI Access. One of the company's efforts to bring joy to customers is by providing the best service that adheres to values, feelings, and behaviors above all else.

The second study (Elen Wahyu Wulandari and Eva Hany Fanida 2023) [8] titled “The Quality of Kai Access Application Services by PT. Kereta Api Indonesia (Persero) (Case Study on Local Penataran Dhoho Train Customers at Blitar Station Daop VII)” shows that the Kai Access Application is an innovation by PT.KAI (Persero) in providing services and convenience for the community using train transportation services. The features available in the KAI Access application are quite comprehensive, ranging from booking local and long-distance train tickets, adding tickets, canceling tickets, changing schedules, ordering taxis, ordering food or drinks during the journey, and news related to train services. However, the KAI Access application is controlled by a central system. Which means that the Station staff cannot directly handle the issues experienced by users regarding the frequently down server, inability to access schedule changes, and local ticket cancellations on this application.

Lastly, in a previous study conducted by (Fiscal Fijay Saksena 2020) [9] titled “Efforts to Improve the Quality of Passenger Service Facilities at Malang Station Using the Android Application Passenger Information Center,” it was shown that the rapidly developing information

technology at present has influenced economic activity patterns and the behavior patterns of the community as users of transportation services in carrying out various activities. It cannot be denied that the rapid development of technology has provided various conveniences for the public in using transportation modes, especially mass transportation such as trains, from ticket booking to seat selection, and even food ordering on the train through a device commonly referred to as a gadget or smartphone. But with all these conveniences, the public still feels the need for easier access to information while at the station.

From the three previous researchers, it was found that there are still shortcomings in terms of service in the ticket booking application through KAI Access and it still needs quality improvement. It turns out that at Surabaya Gubeng Station, there are still prospective users of train services, both local and long-distance, who purchase tickets conventionally at the station counter due to the lack of responsiveness from the staff. And the second reason is based on the community's need for ease of purchasing tickets due to the lack of a dedicated kiosk for information about the KAI Access application at Surabaya Gubeng Station, which has led the Author to be interested in conducting research titled "The Quality of Transportation Services of PT. Kereta Api Indonesia (Persero) at Surabaya Gubeng Station for online ticket purchases through KAI Access."

Methods

The type of research used is qualitative descriptive research. Qualitative research according to Moleong (2011:6) [10] is research intended to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, actions, and others holistically, and through description in the form of words and by utilizing various natural methods. The purpose of this research is to analyze and describe the quality of service of PT. Kereta Api Indonesia (Persero) at Surabaya Gubeng Station through digital ticket booking using the KAI Access application. This research was conducted at Surabaya Gubeng Station located on Jalan Gubeng Masjid, Pacar Keling Village, Tambak Sari District, Surabaya. The focus of the research using the theoretical framework of Morgan and Murgatroyd. Customer perception is very important in assessing the quality of public services. Morgan and Murgatroyd (1994) mention ten criteria commonly used by customers in their perception of public service quality, namely: a) reliability, b) responsiveness, c) competence, d) accessibility, e) courtesy, f) communication, g) credibility, h) security, i) customer needs, j) appearance/presentation. According to the conditions at the research site, the researcher selected five criteria to be used, namely: a) reliability, b) responsiveness, c) accessibility, d) communication, e) customer needs.

The determination of informants in this study used purposive sampling techniques, involving informants engaged in service implementation at Surabaya Gubeng Station, namely the Head of the Customer Care Subdivision, customer service, and prospective passengers of the local Penataran-Dhoho train as users of the KAI Access application. The data sources are twofold: primary data and secondary data. Secondary data were obtained from documentation, records, and official reports such as company documents, organizational structure, and work procedures of PT Kereta Api Indonesia (Persero) at Surabaya Gubeng Station. The data collection techniques used are literature study and field study such as observation, interviews, and documentation. Data analysis according to Miles & Huberman (1994) [11] is done through data collection, data reduction, data presentation, and drawing conclusions.

Results and Discussion

A quality of service aims to create an increase in consumer satisfaction with their purchasing decisions, thus customers assign high value to it. It means that if the offers provided by the company are of higher quality, then train service users will be more satisfied with those offers (Arif Kusmindar, Linda Ayu Oktoriza, Mahmud, Febrianur Ibnu Fitroh Sukono Putra 2024)[12]. The improvement of public service quality, both in the field of service and goods, is a responsibility carried out by local governments, central governments, as well as within State-Owned Enterprises or Regional-Owned Enterprises. This aims to meet the needs of the community in accordance with the applicable laws (Artitania et al., 2022)[13]. PT Kereta Api Indonesia (Persero), as an entity engaged in transportation services, continues to strive to provide new innovations to its customers. The innovation was driven by the era of digitalization and the public's need for fast and practical services. Therefore, PT Kereta Api Indonesia (Persero) launched an online ticket booking application named "KAI Access." Here are the results and discussion regarding the service quality of the KAI Access application for train passengers at Surabaya Gubeng Station.

1. RELIABILITY

According to (A. Mallarangeng, A. Arif, D. Hammdani 2023)[14], reliability is the ability to provide service that is prompt and satisfactory. The reliability of the KAI Access application is assessed based on two main aspects: resilience and service availability. Here are the results and discussion regarding the reliability of the KAI Access application according to train users at Surabaya Gubeng Station.

a. Resilience is one of the main sub-indicators in assessing the reliability of KAI Access services provided to train service users. In this study, resilience is discussed through three main aspects: frequency of use, experience of service disruptions, and perception of application reliability. The research results show that the majority of respondents use the KAI Access application regularly for ticket bookings. This indicates that users have a high level of trust in the application. The high frequency of use also reflects customer satisfaction, where users feel that the application meets their needs for quick and efficient accessibility.

The results of the interview with prospective train passengers at Surabaya Gubeng station indicate that for purchasing train tickets, they often use the KAI Access application because it has become a necessity to obtain train tickets. This was conveyed by Mr. Anton, a local Penataran Dhoho train customer, as follows:

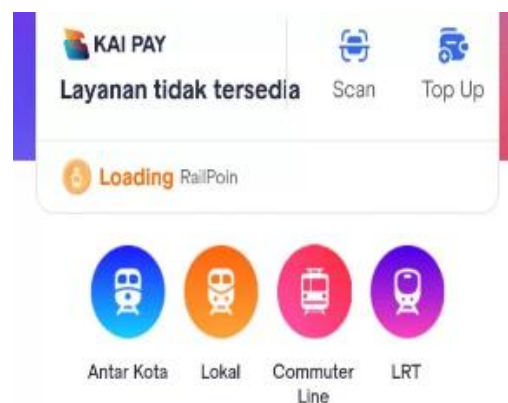
"I use the KAI Access application almost every day because I need it for transportation to work, because if I don't book through KAI Access, I'm afraid I won't get a ticket." (Hasil wawancara tanggal 15 Juli 2024)

Although many users rely on the KAI Access app, some respondents reported having experienced disruptions while using this service. The disruptions include difficulties in accessing the application, delays in the ordering process, and errors in the payment system. This experience shows that although this application is considered good, there is room for improvement in terms of resilience and operational stability. Therefore, it is important for PT KAI (Persero) to continuously monitor and improve the application infrastructure to minimize disruptions. This has also been conveyed by the Supervisor of Customer Care at Surabaya Gubeng Station as follows:

"The KAI Access application, like many other digital applications, can experience disruptions for several reasons that are generally related to technical and non-technical factors. Maintenance and system updates carried out by the application development team can cause temporary disruptions." During this process, some features may not be accessible or the

application's performance may be affected. Additionally, at certain times, such as holiday seasons, major events, or special promotions, the number of users accessing the application may increase drastically. This surge can overload the server and cause the application's performance to decline. To reduce the frequency of disruptions, PT KAI (Persero) continues to improve the infrastructure of the KAI Access application, conduct routine maintenance, and enhance cybersecurity. In addition, PT KAI provides responsive customer support to quickly address user issues through call center 121. (Interview results dated July 15, 2024)

In the increasingly advanced digital era, ease of access and services through mobile devices have become a primary necessity for society. The KAI Access application, designed to provide convenience for passengers in booking tickets and accessing train travel information, is a practical solution amidst high mobility. However, as its usage becomes more widespread, various obstacles have emerged that users of this application face. Starting from difficulties in accessing certain features, system instability during busy times, to the lack of user understanding in utilizing all available functions.



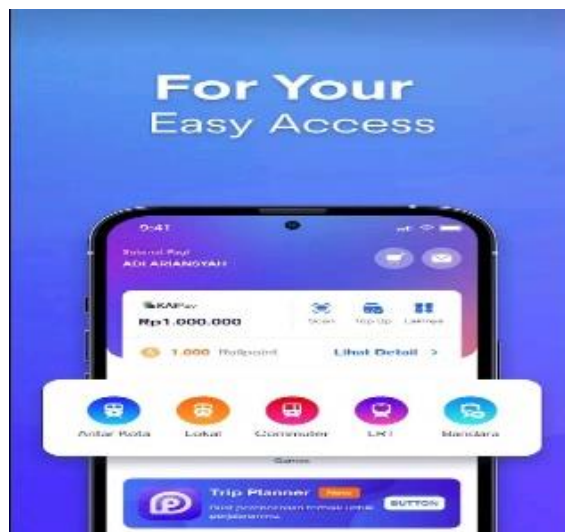
Source: KAI Access Application 2024

Figure 2. Constraints of the KAI Access Application

Although there have been reports of disruptions, the general perception of the application's reliability remains positive. Users acknowledge that the disruptions that occur are often caused by technical and non-technical factors, such as system maintenance and user surges at certain times. To reduce the frequency of disruptions, PT KAI (Persero) continues to improve the infrastructure of the KAI Access application, conduct routine maintenance, and enhance cybersecurity. In addition, PT KAI provides responsive customer support to quickly address user issues through call center 121.

b. Availability is another important sub-indicator in assessing the reliability of the services provided to train users. This research evaluates availability through three main aspects: the experience of usage difficulties, expectations for service improvement, and the importance of the application for users. Based on the opinion of (Elen Wahyu Wulandari and Eva Hany Fanida 2023) [8], the indicator of ease of use consists of the ease of application in the search engine, which is related to the speed of the application to be accessed through the search menu. Then the language in the application can be understood by users, which is related to the option to change the language. In this case, PT KAI is required to ensure that their application is easier to find and access by the public, thereby increasing the number of users and overall user satisfaction. KAI Access is a platform designed to provide access to various services and information, often used

in various contexts, including education and business. Although there are many benefits, there are some difficulties that may be encountered when using Kai Access, as conveyed by Ms. Aprilia in the interview results with prospective train passengers at Surabaya Gubeng Station as follows:



Source: KAI Access Application 2024

Figure 3. Features of the KAI Access Application

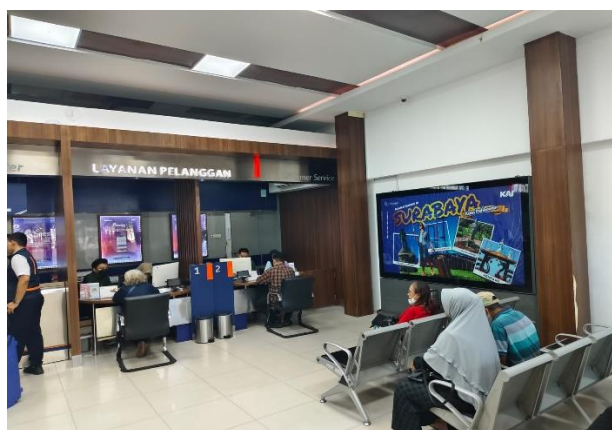
"In general, the KAI Access application is very easy to download through the Play Store on Android phones, and I find the KAI Access application very useful, but there are some issues that I often encounter."that is, the application's interface is somewhat confusing.I think new users might experience difficulties because the features in the search for origin-destination selection and train selection are still confusing; it takes several uses of this application to understand how to use it" (Interview results dated July 16, 2024). Based on the research and interviews with users at Surabaya Gubeng Station, the KAI Access application has a fairly good level of reliability but still requires some improvements. Although many users use this application regularly and are satisfied with the convenience it offers, some technical issues are still frequently encountered, such as disruptions during ordering and difficulties in accessing certain features. Reliability, when related to previous researchers (Elen Wahyu Wulandari and Eva Hany Fanida 2023)[8] titled "Service Quality of the KAI Access Application by PT. Kereta Api Indonesia (Persero) (Case Study on Penataran Dhoho Local Train Customers at Blitar Station Daop VII)," indicates the need for system improvements in the KAI Access application by adding a larger network, as some users experience issues such as the application being down when used to book train tickets.

2. RESPONSIVENESS

Responsiveness is the staff's willingness to assist customers and provide service quickly and responsively. The principle of responsiveness is the ability of public service organizations to identify community needs, prioritize those needs, and address them through various public service programs (Weni Artitania)[13].This quick and responsive action creates customer satisfaction and builds trust in the provided service. In the service at Gubeng Station Surabaya, the responsiveness dimension is related to various efforts made by station staff to assist customers quickly and effectively.

a. Effective communication carried out by PT. Kereta Api Indonesia (KAI) staff is very important to ensure good service and customer satisfaction. According to (J. Afizha, A. Kholik 2021)[15], communication strategy is one of the important variables needed in both private and

government institutions to achieve effective communication, so that the messages conveyed are easily received and understood, and can change attitudes or behaviors according to the communication objectives. The efforts of the Surabaya Gubeng Station staff in assisting and serving customers are one of the main determinants of the service quality at the Gubeng station. The willingness of the staff to assist with questions, requests, complaints, and issues from customers greatly contributes to the satisfaction of customers using the services of Surabaya Gubeng Station. In the aspect of information services, particularly related to the use of the KAI Access application, the Gubeng Station staff work hard to provide the guidance and assistance needed by customers. The staff help customers understand how to use the application, resolve any technical issues they may encounter, and provide up-to-date information regarding train schedules and services.



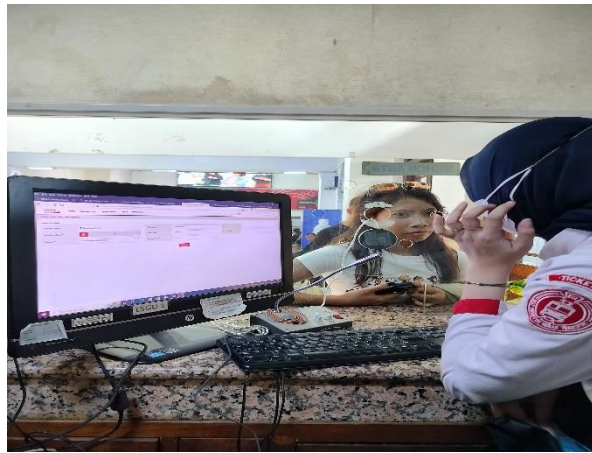
Source: Customer Service Documentation at Surabaya Gubeng Station
Figure 4. Customer Service

Based on the image above, it is clear that the efforts of the officers at Surabaya Gubeng Station in assisting their customers quickly and accurately are quite good. Some of the efforts made by the officers at Surabaya Gubeng Station. This is also in line with the results of an interview with one of the train passengers named Andri Ardianto as follows:

"I found it quite easy to get information on how to use the KAI Access application. The staff at Gubeng Station were very helpful." They provide clear and detailed explanations on how to download, register, and use various features in the application. In addition, there are also written guides and posters at the station that help me understand the steps to use the application.

"I was also able to easily obtain the KAI Access app. The staff at the station provided information on how to download the app from the Google Play Store or App Store. They also assisted me in the downloading and installation process, ensuring that I did not encounter any difficulties." In addition, the station also provides digital information services through Videotron, making it easier for us as loyal train customers. (Hasil wawancara tanggal 18 Juli 2024)

b. Empathy and Care According to (Bambang Suprianto 2023)[16], Care/Empathy (Empathy) includes Access, Courtesy, Communication, and Understanding, which are the ability or willingness of employees to provide personal attention, such as being friendly, understanding needs, and caring for the community. The empathy dimension in service includes the ability to establish good communication relationships and understand the needs and feelings of customers. The officers at Surabaya Gubeng Station, based on empathy indicators from interviews with passengers, demonstrate empathy and concern for passengers, as stated by Mrs. Dinda.



Source: Documentation of Empathy and Concern of Counter Officers

Figure 5. Officer's Concern

"I assess the ability of KAI staff to understand the situation and customer needs as very good." They seem sensitive to the needs of passengers, especially when there are passengers who look confused or have difficulties. For example, when I was at the ticket counter, the staff quickly approached me and offered assistance when they saw me checking the train schedule. I feel that KAI staff have the ability to empathize and understand that each customer has different needs, and they strive their best to provide appropriate service.

From the results of the interview with the passengers above, it is also supported by the statement from the Customer Care Supervisor that for services and care for customers at Surabaya Gubeng Station, as a manifestation of concern for customer service at Surabaya Gubeng Station, digital services in the form of visuals and audio through videotron are also provided:



Source: Digital Information Services Documentation

Figure 6. Digital Services

We at Surabaya Gubeng Station are committed to providing optimal customer service as a manifestation of our care. In addition to providing services through Customer Service ready to assist directly at the station, we have also developed customer services through digital media. This includes a guide on how to use the KAI Access application available on the official PT. KAI website and our social media. We also provide tutorial videos that are easily accessible to passengers" (Interview results dated July 18, 2024)

Based on research and interviews with users at Surabaya Gubeng Station. The responsiveness of the staff at Surabaya Gubeng Station, especially in assisting customers with the use of the KAI Access application, has shown quite good quality. Through effective communication, empathy, and the care shown by the officers, customers feel more assisted and have a positive experience while using the services at the station. Although the service provided is already good, there is still room for improvement, especially in strengthening digital communication and interaction. The development of services through digital media, such as video tutorials and written guides, needs to be continuously improved to ensure that all customers, including those who are less familiar with technology, can easily use the KAI Access application and get the assistance they need. The research findings are similar to those of previous researchers (Yustita Titi Hapsari 2022) [7] titled “The Quality of Self-Service Technology of the KAI Access Application (Study at PT. Kereta Api Indonesia Persero Daop 9 Jember).”

3. ACCESS

Comfort or ease is a way to determine how a specific user can use a product to achieve certain goals efficiently and effectively, and to gain more happy users (S. Sriyono, N. Fadilah, R. Diansyah et al.) [17]. Access to information and services at Gubeng Station Surabaya is greatly needed so that customers can easily obtain customer service. Station staff are required to provide optimal service through various efforts, both directly and through digital media or public address systems. This effort can have a positive impact on customer satisfaction and strengthen the image of PT. Kereta Api Indonesia as a transportation service provider that cares about customer needs.

a. Ease of contacting customer service Service in terms of information is linked to the advancement of technology, which is a form of progress in the era because the presence of technology will facilitate the provision of services needed by the community today (Kharima, Kholilah Danarratoe, Fanida, Eva Hany 2021) [18]. From the observations at Surabaya Gubeng Station, the ease of contacting PT. KAI's customer service is very important to ensure that passengers can get the assistance and information they need quickly and efficiently. In addition, customer service officers are available at Surabaya Gubeng Station to assist passengers directly. The station also provides public information through customer service, which can be contacted for information or assistance via phone number 121 and other social media platforms such as Instagram, Facebook, Twitter, email, or the official PT. KAI website.



Source: Facebook Kereta Api Kita 2024

Figure 7. Customer Service

PT. KAI creates a better experience for passengers. With various communication channels available, passengers can easily obtain the assistance and information they need, thereby increasing satisfaction and trust in PT. KAI's services. This also demonstrates PT. KAI's commitment to always being responsive and attentive to customer needs. In this case, it is also in line with the results of our interview with the train passenger Mr. Endi Yudhianto as follows:

"I found it quite easy to find contact information for customer service. This information is available on the official PT. KAI website and also on the KAI Access app. Additionally, I also saw the customer service contact number on their social media, so there was no difficulty in finding it."

"Moreover, I can easily contact customer service through several available channels. I have tried contacting them via phone and also using the chat feature on the WA app through KAI121." (Hasil wawancara tanggal 20 Juli 2024)

The ease of contacting PT. KAI's customer service is an important aspect that supports a positive experience for passengers. Passengers have easy access to find customer service contact information through various channels, such as the official PT. KAI website, the KAI Access app, and social media. This demonstrates PT. KAI's efforts to provide transparent and easily accessible information. Overall, the ease of contacting PT. KAI's customer service at Surabaya Gubeng Station plays an important role in creating a positive experience for passengers, which in turn enhances the company's image and trust.

b. Customer Service Availability The availability of customer service at Surabaya Gubeng Station to provide good and responsive service to customer needs. With the availability of various communication channels and support at the station, passengers can easily access the information and assistance they need. This contributes to increased customer satisfaction and trust in PT. KAI's services, as well as creating a better travel experience for passengers. In customer service at Surabaya Gubeng Station, it is explained by the Customer Care Officer at Surabaya Gubeng Station as follows:

"The customer service or customer care provided at Surabaya Gubeng Station to meet the needs and complaints of customers includes customer care officers with operational hours from 05:00 to 19:30 WIB. Additionally, customers can also contact our online customer care via WhatsApp at kai121, which is available 24 hours, or via email at cs@kai.id." (Hasil wawancara tanggal 20 Juli 2024)



Source: Customer Care Service Documentation 2024

Figure 8. Customer Service Room

The customer service provided at Surabaya Gubeng Station reflects PT. KAI's commitment to meeting the needs and complaints of customers. With customer care officers available during operational hours and online services via WhatsApp that can be contacted 24 hours a day, PT. KAI strives to provide a good experience for passengers and ensure that all questions and issues can be handled quickly and efficiently.

c. Clarity of the Information Provided by PT. KAI's customer service is an important aspect that affects customer satisfaction and understanding. How clear and easy to understand the information provided by the station staff to customers should also be taken into account. Based on the results of the research observation at Surabaya Gubeng Station, customer service officers use simple and well-structured language. This shows that customer service at Surabaya Gubeng station has been successful in conveying information effectively, which contributes to customer satisfaction and comfort. In this case, in line with the interviewed informant, namely the prospective train passenger, Mrs. Sesaria Agustina, as follows:

"I feel that the information provided by customer service is quite clear and easy to understand." The officer I contacted used simple language and avoided overly technical terms. Their explanations are also well-structured, so I don't get confused when receiving information. (Interview results dated July 20, 2024)

In addition to the interview results above, the information provided by the customer service at Surabaya Gubeng Station is quite complete and adequate to meet customer needs. The staff provided comprehensive details, although there are some areas, such as the ticket refund policy, that could be improved in terms of clarity and detail, as conveyed by the informant from the train passenger Mr. Setiya Bhakti as follows:

"I feel that the information provided by PT. KAI's customer service at Surabaya Gubeng Station is quite complete to meet my needs. When I inquired about the train schedule and the ticket purchasing process, the staff provided very comprehensive details, including the applicable terms and conditions." However, there were several instances where I felt the information about the ticket refund policy could be more detailed." (Interview results dated July 20, 2024)

Based on the results of the observation and interview, it can be concluded that the accessibility aspect at Surabaya Gubeng Station, especially in the context of PT. KAI's customer service, shows a fairly good effort in providing ease and clarity of information to customers. Various communication channels provided, including phone numbers, social media, and the KAI Access app, offer alternatives for customers to receive services according to their preferences. The availability of customer service accessible during operational hours and 24-hour online services demonstrates PT. KAI's commitment to providing optimal service. Although the information provided by the staff was quite clear and complete, there is still room for improvement, especially in terms of the clarity of information related to certain policies such as ticket refunds. The research findings are similar to those of previous researchers (Elen Wahyu Wulandari and Eva Hany Fanida 2023)[8] titled "Quality of Kai Access Application Services by PT. Kereta Api Indonesia (Persero) (Case Study on Local Train Customers Penataran Dhoho at Blitar Station Daop VII)."

4. COMMUNICATION

According to (H. Purba 2023)[19], communication is a process of conveying messages from one person to another with the aim of informing, expressing opinions, and changing behavior or attitudes, whether directly or indirectly. Communication indicators are measures or parameters used to assess the quality and effectiveness of communication within an organization or service system. These indicators help in understanding how communication is conducted, received, and processed by the message recipients.

a. Clarity of Information refers to how clear, easy to understand, and structured the information conveyed to the message recipient is. Clear information ensures that the recipient can understand the intended message without confusion or misunderstanding. In the context of public service, clarity of information is very important to help customers gain a proper understanding of the services they receive. Clarity of information is a key element in effective communication, especially in the context of customer service. By ensuring that the information conveyed is clear, complete, and easy to understand, PT KAI can enhance customer satisfaction, reduce misunderstandings, and build trust in the services provided.

From the observation results at Surabaya Gubeng Station, brochures, posters, and videos explaining KAI's services and policies are available. The information in the brochures is organized logically, using easy-to-understand language, and supplemented with images to aid illustration. However, for special services for passengers regarding the clarity of information, PT KAI at Surabaya Gubeng Station has not yet provided a special kiosk. This was also conveyed by a train passenger informant, Ms. Devi, who said, "The information provided by KAI regarding KAI Access is quite clear." I received detailed guidance on how to download the application, register, and use the available features. The staff explained each step well, so I didn't feel confused. However, having a special kiosk for KAI Access information services might help us get information quickly. (Hasil wawancara tanggal 21 Juli 2024)

Clarity of information is a key element in ensuring effective communication between service providers and customers. From the results of observations and interviews conducted at Surabaya Gubeng Station, it can be concluded that PT KAI has made efforts to convey information in a clear, easy-to-understand, and structured manner. Overall, although PT KAI has made good efforts in conveying information clearly, there is room for improvement, especially in providing dedicated kiosks for KAI Access application information at the stations. This step can further enhance customer satisfaction and strengthen their trust in the services provided by PT KAI.

b. Relevance and Accuracy of Information refers to how the information provided by the service provider meets the needs and questions of the customers and is delivered in a timely and accurate manner. Appropriate and accurate information ensures that customers receive relevant and useful answers, allowing them to make informed decisions and feel satisfied with the service provided. Thus, PT KAI can maintain and improve service quality by continuously ensuring the relevance and accuracy of the information provided to customers. In this case, according to the results of the observation and interview with one of the passengers at Surabaya Gubeng Station, Mr. Edi Susanto, "the information I received from the KAI officer was very much in line with my needs and questions." When I asked about the train schedule and the ticket purchasing process, the staff provided complete and relevant details. They also ensured that I understood every step in the process. Additionally, I feel that the information given by the KAI staff was indeed in line with what I asked. When I needed information about the ticket return policy, the staff explained the procedure clearly and in accordance with my questions. This is very helpful for me to make the right decision. (Hasil wawancara tanggal 21 Juli 2024)

c. Staff Attitude and Communication Skills refers to the ability of officers to interact with customers in a polite, professional, and effective manner. This includes how officers convey information, handle questions and complaints, and build positive relationships with customers. KAI officers at Surabaya Gubeng Station demonstrate polite and professional attitudes when interacting with customers. The good attitude and communication skills of KAI officers greatly contribute to increasing customer satisfaction and building trust in the services provided by PT KAI. Based on observations at Surabaya Gubeng Station, KAI officers show polite and

professional attitudes when communicating with customers. They greet customers warmly, listen attentively, and provide clear and precise answers. This is also in line with what one of the passengers at Surabaya Gubeng Station, Mr. Yonathan, said as follows:

"I feel that the KAI staff are very polite and professional in communicating with me. They always smile, greet me, and answer my questions kindly. I feel comfortable and valued as a customer." (Interview results dated July 21, 2024)

Based on the observations and interviews conducted, it can be concluded that PT KAI has made good efforts in providing clear, relevant, and timely information to passengers. This is proven through various initiatives, such as the provision of brochures, posters, and informative videos, as well as direct explanations from officers delivered in simple and structured language. Overall, good communication between staff and passengers at Surabaya Gubeng Station has helped PT KAI create a better travel experience. However, PT KAI can still make several improvements to ensure that all aspects of communication at the station run more optimally. The research findings are similar to those of previous researchers (Yustita Titi Hapsari 2022)[7] titled "The Quality of Self-Service Technology of the KAI Access Application (A Study on PT. Kereta Api Indonesia Persero Daop 9 Jember)".

5. CUSTOMER NEEDS

Customer needs refer to the service provider's ability to identify, understand, and effectively meet customer expectations and needs. According to (F. Maulyan, D. Yunaiti Drajat, R. Angliawati et al. 2022)[20], services provided with a focus on user satisfaction are often referred to as prime services or special services. (service excellent). Although there are several areas that can be improved, such as the provision of special services for the KAI Access application, overall, the service at Surabaya Gubeng Station has successfully met customer needs well. Thus, the fulfillment of customer needs at Surabaya Gubeng Station is good, but there is still room for improvement in aspects of special services and certain detailed information. This is important to continuously improve customer satisfaction and loyalty towards PT KAI's services.

a. Understanding customer needs is the ability of service providers to identify, understand, and effectively meet customer expectations and needs. Although PT KAI has made efforts to understand and meet customer needs regarding the KAI Access application, there are still some shortcomings that need to be addressed. These shortcomings include the lack of specialized information kiosks, incomplete information details, the use of technical terms, limited staff training, limited supporting materials, suboptimal feedback collection, and insufficient promotion and education. In this case, according to the results of observations and interviews with visitors at Surabaya Gubeng Station, Mr. Sudarmono said, "I feel that the information provided is not yet complete." For example, I am looking for details about the ticket refund policy through the KAI Access app, but the explanation is still too general and lacks specificity, and there are also no dedicated information counters. (Hasil wawancara tanggal 21 Juli 2024)

Although PT KAI has made efforts to understand and meet customer needs related to the KAI Access application. Customers do not have a specific place to get more detailed information about the application, which makes it difficult for them to find the information they need.

b. Meeting Customer Needs is an effort by service providers to ensure that customer expectations and needs are met well. Meeting customer needs is a key factor in encouraging customers to switch from purchasing train tickets directly at the counter to using the KAI Access application. By meeting customer needs and offering convenience and benefits in using the KAI Access application, PT KAI strives to encourage more customers to switch from purchasing tickets at the counter to using the application, through methods such as education, providing clear

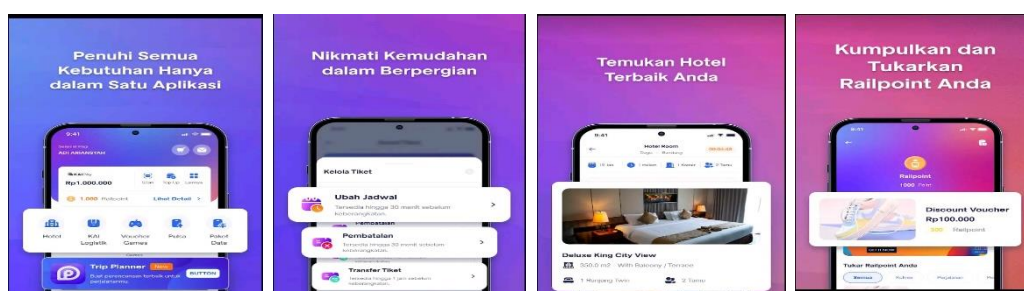
information, and effective customer support. This will help increase customer satisfaction and facilitate the transition to digital services. This is in line with the interview results with the SPV Customer Care of Surabaya Gubeng Station as follows:

"We strive to enhance education for KAI customers to understand and use the KAI Access application by promoting the KAI Access application through social media and events like Car Free Day or others. Additionally, the Surabaya Gubeng Station already provides tutorial videos on how to use the KAI Access application." (Hasil wawancara tanggal 21 Juli 2024)

Meeting customer needs in the context of using the KAI Access application is that PT KAI has made various efforts to ensure that customer expectations and needs are well met. Through effective education, clear information delivery, and adequate customer support.

c. Flexibility in Meeting Needs Flexibility in service is very important, especially in the context of public services like those provided by PT KAI. By having a flexible approach, PT KAI can enhance customer satisfaction and build better relationships with them. From the observation of the KAI Access application usage, PT KAI has offered different options in how customers conduct transactions, such as ticket booking, ticket refunds, or even technical support that can be tailored to the needs of each user.

PT KAI offers various payment methods in the KAI Access app, such as bank transfers, credit cards, digital wallets, and direct payments at the station. This gives customers the freedom to choose the payment method that is most convenient for them. Allowing customers to request ticket refunds online through the KAI Access app with a simple and quick process, without having to visit the ticket counter physically. Holding special promotions or discounts for customers who use the KAI Access app for ticket purchases, encouraging more customers to switch from direct purchases at the counter.



Source: KAI Access Application 2024

Figure 9. Figure of the KAI Access Application feature

Based on the results of observations and interviews with customers at Surabaya Gubeng Station, it was found that KAI staff demonstrated high flexibility in serving customer needs related to the KAI Access application. One of the customers, Mr. Sudarmono, stated, "KAI staff were very flexible when I faced difficulties with the KAI Access application. When I encountered issues with ticket payment through the application, the staff immediately helped me find alternative payment methods and ensured the transaction went smoothly without having to go to the counter." (Interview results dated July 22, 2024)

Additionally, another customer, Mrs. Devi, added,

"When I was confused with the seat selection feature in the app, the staff patiently explained how to use it and even helped me choose a seat that matched my preferences." (Interview results dated July 22, 2024)

From the results of the observation and the interview, it can be concluded that meeting customer needs is a fundamental aspect in providing satisfactory service and building long-term loyalty. PT KAI at Surabaya Gubeng Station has made various efforts to understand and meet customer needs, especially in the context of using the KAI Access application. The research findings are similar to those of previous researchers (Fiscal Fijay Saksena 2020)[9] titled “Efforts to Improve the Quality of Passenger Service Facilities at Malang Station Using the Android Passenger Information Center Application.”

Conclusion

Fundamental Finding : This study highlights that, despite occasional technical disruptions, the overall perception of the KAI Access app's reliability remains positive, as users value its accessibility, ticket purchasing efficiency, and responsive customer support. **Implication :** The findings emphasize that PT KAI's ongoing improvements, such as infrastructure updates, routine maintenance, and customer education initiatives, have enhanced service stability and customer trust. **Limitation :** However, there is still room for improvement in providing clearer information regarding certain policies, like ticket refunds, which can affect user satisfaction. **Future Research :** Future research can explore the integration of advanced digital features, such as AI-powered assistance and personalized notifications, to further optimize user experience and satisfaction.

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