

***Judul* : PENGARUH HARGA DAN PELAYANAN JASA TERHADAP
LOYALITAS PENUMPANG KERETA API JURUSAN
SEMARANG - JAKARTA**

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***Abstract* :**

PT Kereta Api Indonesia in passenger transport service divide in three service class that is economic class, business, and executive. In every - every class of PT KAI specify different rate - difference, and [regarding/ hit] service in general every class get [is] same treatment but for the class of executive there [is] facility - certain facility which [do] not have in business class and also economics.

Writing of this skripsi aim to know how big influence of service activities and price to loyalty passenger of train. Research type the used [is] research explanatory highlighting influence [among/between] variable - research variable and test hypothesizing of have been formulated previously. Source of data the used [is] data of [is] amount of passenger of train in class - existing class of year 2002 until year 2006.

Key words : Price, Service, Loyalty