

PENGARUH HARGA, PELAYANAN DAN PRODUK TERHADAP KEPUTUSAN PENUMPANG DALAM MEMILIH JASA TRANSPORTASI KERETA API

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Abstract

The PT Kereta Api (persero) is BUMN to manage train tool in Indonesia. Key position of PT Kereta Api to facilitate and standing behind consumer mobility certainly to get profit. But, to reach the target do not easy. Emulation in transportation business in Semarang progressively tighten along with increasing it of amount of transportation company in Semarang.

This research made at PT Kereta Api (persero) DAOP IV Semarang to Argo train passenger in Semarang city. Progressively tighten emulation it in transportation business in Semarang cause the amount of train passenger of PT Kereta api DAOP IV Semarang experience a few degradation in 2006.

This research aim to know influence of product, service and price to deciding train service. To the number of sample which used in this research amount to 100 people, use formula from slovin, with characteristic once use argo train minimal twice in one year. The sampling technique the used is non probability sampling. Intake of sample done with method of purposive sampling.

The data analysis technique which used in this research is correlation of product moment used to measure relation between three variables, coefficient of determination used to know the level of contribution of independent variable to dependent variable, linear regression modestly used to know strength of influence of independent variable to dependent variable by partial, and doubled linear regression which used to know influence between three independent variables by simultaneous to dependent variable.

The result of research indicate that price variable have influence (by partial) to deciding train service of passenger argo train equal to 0,449 or 44,9%, service variable also have influence (by partial) to deciding train service of passenger argo train equal to 0,148% or 14,8%, product variable also have influence (by partial) to deciding train service of passenger argo train equal to 0,312% or 31,2% and price variable, service variable and product variable have influence by together (simultaneous) to variable of deciding train service to 0,511 or 51,1%.

In general responden perception, ticket price and service given by PT Kereta Api have can fulfill customer expectation. But, at product dimension there is respondent having a notion that given service is indigent fulfill expectation. For example in the case of train schedule often to late, situation of toilet in Argo train, and food facility. Therefore, researcher suggest that party of PT Kereta Api (persero) better provide to improve sevice and train facility. so that customer more and more comfortable.

Key word : price, service, product and deciding train service