

# Service Quality and Brand Image Impact on Consumer Satisfaction on Ticket Purchasing in the KAI Access Application

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**Abstract.** Developments in technology have grown more advanced. Presently, sales have been conducted not only through conventional or offline marketing but also through online marketing systems. Therefore, competition in the transportation service business sector has become more intense, which requires companies to maintain their quality to build a good reputation in order to compete in this business sector. The purpose of this research was to examine the impact of service quality and brand image partially and simultaneously on KAI Access consumer satisfaction. Descriptive quantitative methods were used in this research. This research findings show that, 1) service quality has a partial positive impact on KAI Access' consumer satisfaction, 2) brand image has a partial positive impact on KAI Access' consumer satisfaction, and 3) service quality and brand image simultaneously impact KAI Access' consumer satisfaction.

**Keywords:** Service quality, Brand image, Consumer satisfaction

## 1 Introduction

With the lapse of time, Indonesia's population continues to grow, and the transportation sector has undergone significant growth with the rise of new competitors in long-distance transportation such as buses that offer VIP facilities like sleeper bus. The variety of activities performed by individuals motivates transportation companies to create new innovations to fulfill consumer needs. Transportation performs a vital role in society and becomes the need of many individuals to support various ranges of activities (Pratama, 2019). Numerous businesses have implemented multi-channel policies for the management and promotion of electronic services in response to the Internet's global expansion (Irawan et al., 2020). This motivates companies to innovate in marketing and services to improve their competitiveness in the transportation service business sector. Transactions via mobile applications are the example of innovation in improving services.

Improving company services is beneficial for maintaining consumer loyalty. A high level of consumer satisfaction significantly impacts consumer loyalty. Dash et al., (2021) emphasized that consumer satisfaction can improve purchase volume, brand image, and market share. The main factors in consumer purchasing behavior are price and service quality (Renaningtyas et al., 2022). Service quality plays an important role in companies because it determines the level of consumer satisfaction. Kotler & Keller (2000) described consumer satisfaction as sentiments of pleasure or disappointment experienced after comparing the actual performance of a product with anticipated expectations.

(Herawati et al., 2022) shows that service quality impact have a significant effect on customer satisfaction in KAI ACCESS Application. Then research by (Wulandari & Fanida, 2023) used descriptive qualitative research methods found that service quality of the KAI Access service is quite good and can be accepted by customers at Blitar Station, but the application's service still needs to be improved. As well as (Nurayni, 2019), which also shows that e-service quality impact have a significant effect on the e-satisfaction user in Semarang.

Based on the previous research results, This research has additional novelty to the variable, where the to the inclusion of brand image research variables, which are currently only lightly investigated in relation to ticket purchases made through the KAI Access Application. The decision to conduct the research at Pasar Senen Station in Central Jakarta was made because the city's customers are accustomed to using applications to purchase tickets online and are accustomed to assisting a wide range of age groups and socioeconomic classes, making the location appropriate for research objectives. This research will develop an integrated conceptual model that includes the latest findings from the literature and the specific context of the KAI Access application, expected to provide a more comprehensive and consistent understanding of the relationship between service quality, brand image, and consumer satisfaction. With this approach, this research aims to make a significant contribution to the understanding of the factors that influence consumer satisfaction in purchasing tickets through the KAI Access application.

Iriawan (2021) explained that a brand is essentially a seller's commitment to supply a set of features, benefits, and services to consumers. Although products with similar quality and appearance may perform differently in the market, consumer confidence in using the product will be strengthened if they have a strong perception of the brand image. A high level of confidence indicates consumer satisfaction with the purchased product. Kotler & Armstrong (2008) defined brand image as a set of consumer beliefs about a specific brand. Riadi & Kamase (2021) argued that the creation of consumer satisfaction is an indicator of a company's success, because it enables the company to increase profits and achieve a larger market share.

Measurement of service quality involves comparing consumer expectations and actual experiences with the services offered. Tjiptono (2014) argued that service quality influences consumer experience and fulfills their expectations and desires for products or services. Previous studies have shown that consumer satisfaction is influenced by service quality that meets their expectations (Cesariana et al., 2022). Flexible train ticket booking facilities through the KAI Access application create a convenient expe-

rience for users, furthering the research objective of PT Kereta Api Indonesia (Persero), which continually introduces innovations in the transportation services sector. The KAI Access application is an example of information technology that aids in service quality improvement. From the consumer standpoint, service quality and strong brand image are important considerations in determining the value of the KAI Access application. Consumer satisfaction has a big influence on consumer decisions to buy, which are influenced by e-service quality and brand image (Indriyati et al., 2022).

With the combination of good service quality and a positive brand image, KAI Access can meet the satisfaction of KAI Access users along with technological advances. Despite technological advancements, obstacles remain for the public in using the KAI Access application, especially because trains are used by people of different ages and in different locations. Signal Access restrictions also make purchasing tickets through the application difficult, making ticket exhaustion in the KAI Access application a typical issue. Following the completion of the purchase transaction, customer assess the product and its behavior before deciding whether to repurchase (Zhafira et al., 2020). Therefore, the purpose of this research is to examine the impact of service quality and brand image on consumer satisfaction when purchasing tickets using the KAI Access application.

## **2 Literature review**

### **2.1 Service quality**

Service quality is defined as the misalignment of consumer expectations and perceptions (Zeithaml et al., 1990). According to Riyadin (2019), service quality is defined as a set of unique products or services that can meet the community's needs and desires. The more professional actors who provide the services we offer, the better the customer service we must provide. Kotler & Keller (2016) argued that service quality is the total of a product's or service's features and characteristics that have the ability to satisfy the stated or implied needs. In today's competitive market, providing high-quality services is seen as a crucial tactic for success (Indriyati, 2020). Because of the excellent quality of service, customers are interested in buying a product or service (Sumerli et al., 2023). Based on the definitions provided, it is possible to conclude that service quality is the level of excellence that a person feels toward a service that is anticipated from the comparison between the desires and actual performance after experiencing the service. Parasuraman et al. (2008) stated that there are five service quality dimensions, including:

1. Tangible, which is related to the physical appearance of the service environment, equipment, and personnel. Good physical evidence can increase consumer trust in the quality of the services provided.
2. Reliability, which is related to the service providers' capacity to offer consistent and reliable service. Customers expect trustworthy services and will not disappoint them.

3. Responsiveness, which is related to the ability of services providers to provide service very quickly and responsively to consumer needs. Consumers expect fast and responsive services.
4. Assurance, which is related to the service providers' capacity to provide security and trust to consumers. Consumers expect services that provide assurance and trust.
5. Empathy, which is related to the service providers' capacity to understand and respond to particular consumer needs. Consumers are expecting services that provide attention and empathy to their needs.

## 2.2 Brand image

Pandiangan et al. (2021) defined brand image as the impression that consumers and the general public have of a brand as a reflection of the brand's evaluation. Brand image, according to Hawkins & Mothersbaugh (2010), can be defined as follows: "Brand image refers to the schematic memory of a brand. It contains the target market's interpretation of product attributes, benefits, usage situations, users, and manufacturers/marketer characteristics." Huda (2020) defined brand image as a set of beliefs, ideas, impressions, and perceptions of a person, a community, or society about a brand. From the definitions provided, it can be concluded that brand image is a set of brand associations that are formed and embedded in consumers' minds. Consumers who have become used to utilize certain brands tend to have a consistent brand image. Kotler & Keller (2016) stated that brand image indicators include:

- 1) Memorable: A successful brand must be memorable to consumers. This can be accomplished using a unique brand name, an attractive logo, or a distinctive message associated with the brand.
- 2) Meaningful: Consumers tend to favor and remember brands that have meaning to them. The meaning might be derived from brand values, the benefits offered, or the emotional connection formed between the brand and the consumer.
- 3) Likeable: Consumers prefer brands they like when making purchasing decisions. Factors such as product quality, attractive design, and positive experiences with the brand can help build consumer liking for the brand.
- 4) Transferable: A transferable brand may broaden its presence into other product categories or market segments while maintaining its identity and strong impression. A brand's transferability can help expand market share and attain sustainable growth.

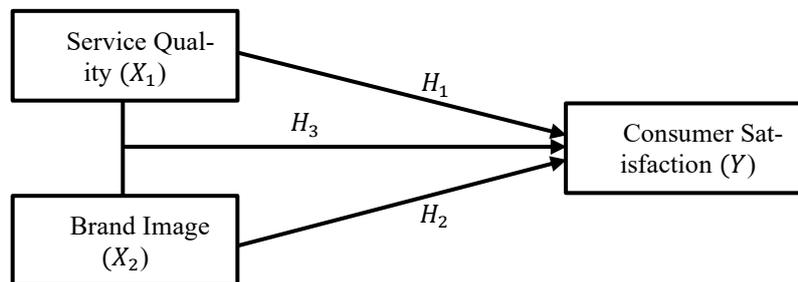
## 2.3 Consumer satisfaction

Tjiptono (2014) defined consumer satisfaction as a post-purchase evaluation in which the perception of the performance of the selected product or service meets or surpasses the expectations expressed prior to purchase. Meanwhile, Daryanto & Setyabudi (2019) defined consumer satisfaction as an emotional assessment of consumers after they use a product that meets their expectations and needs. Kotler (2000) stated that

“satisfaction is a person’s feeling of pleasure or disappointment that results from comparing a product’s perceived performance (or outcome) to their expectation.” Based on the expert descriptions provided, it is possible to conclude that consumer satisfaction is a feeling created by consumers while evaluating the performance of products or services in terms of features, services, and fulfillment of the service process received. Kotler & Armstrong (2008) stated that consumer satisfaction is measured by three factors including:

1. Perceived quality, which is related to consumer perceptions of the quality of the product or service received. Consumers are satisfied if the product or service they receive meets the expected quality standards.
2. Perceived value, which is related to consumer perceptions of the benefits derived from the product or service received, compared to the costs spent. Consumers are satisfied if the value they receive from the product or service is comparable to the costs they spend.
3. Consumer expectations, which is related to consumer expectations about the product or service to be received. Consumers are satisfied if the product or service meets or exceeds their expectations.

#### 2.4 Research framework



**Fig. 1. Research model**

Based on the research framework, the hypotheses in this research are:

- $H_1$  : Service quality partially impacts KAI Access’ consumer satisfaction.
- $H_2$  : Brand image partially impacts KAI Access’ consumer satisfaction.
- $H_3$  : Service quality and brand image simultaneously impact KAI Access’ consumer satisfaction.

### 3 Research method

This research used descriptive quantitative research methods. According to Sugiyono (2018), quantitative research is a research method that uses concrete data and research data in the form of numbers that will be measured using statistics as a calculating test instrument to make findings about the problem under study. The data collection method used has two stages of research: the first is library research with materials related to research collected from literature, scientific journals, and other publications

that can be used as sources, and the second is field research, in which a direct observation of the research subject. The data needed in this research were collected through the distribution of questionnaires to consumers.

**Table 1.** Measurement of variables.

<b>Variab le</b>	<b>Operationa l definition</b>	<b>Statement</b>	<b>Source</b>	
Service quality	The dimen- sions of ser- vice quality are:	1) The visual appearance of the KAI Access App is very positive.	Parasura man et al. (2008)	
		2) The interface design of the KAI Access App shows professionalism.		
	1) Tangible	3) The information presented in the KAI Access App appears to be straightforward and easy to understand.		
		2) Reliability		4) The KAI Access App provides accurate information on ticket availability.
				5) The KAI Access App is reliable in dealing with technical issues or system outages.
	3) Respon- siveness	6) The KAI Access App functions properly every time it is used.		
		7) The KAI Access App responds quickly to ticket search requests.		
		8) The KAI Access App technical support team provides solutions efficiently when problems occur.		
	4) Assurance	9) The KAI Access App ensures the safety of personal data and payment information.		
		10) The KAI Access App prioritizes user information security.		
	5) Empathy	11) The explanation of the KAI Access App's terms and conditions is very clear		
		12) The KAI Access App demonstrates an understanding of travel preferences.		
		13) The KAI Access App assists in selecting a trip that meets what's needed.		
		14) The KAI Access App understands user needs and expectations.		

Brand Image	The indicators of brand image are: 1) Memorability 2) Meaningfulness 3) Likeability 4) Transferability	15) The KAI Access App provides solutions that match travel preferences. 1) The KAI Access App is easy for users to remember. 2) The KAI Access App has positive public views. 3) The KAI Access App has a good reputation in the transportation industry. 4) The KAI Access App has a modern and innovative image. 5) The KAI Access App provides added value. 6) The KAI Access App has an important meaning for users. 7) The KAI Access App understands user needs and preferences. 8) Users like the KAI Access App. 9) The KAI Access App makes a positive and convincing impression. 10) Users consider the process of the KAI Access App products and services reasonable. 11) The quality of the KAI Access App products and services is better than its competitors. 12) The KAI Access App can be easily transferred to other users. 13) The KAI Access App is transferable to different situations and user needs. 14) Users are assisted in selecting a suitable trip using the options provided by the KAI Access App. 15) The KAI Access App provides solutions that suit users' preferences.	Kotler & Keller (2016)
Consumer satisfaction	The indicators of consumer satisfaction are: 1) Perceived quality	1) The KAI Access App provides a positive and satisfying experience for users. 2) The KAI Access App provides the best quality of service. 3) The KAI Access App provides	Kotler & Armstrong (2008)

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2) Perceived value		accurate information on ticket availability.
3) Consumer expectations	4)	The KAI Access App is reliable in dealing with technical issues or system outages.
	5)	Users are satisfied with the solutions provided by the KAI Access App technical support team.
	6)	Users consider the price of the KAI Access App products and services reasonable.
	7)	The benefits obtained from using the KAI Access App are considered to be greater than the costs.
	8)	The KAI Access App provides significant added value in trip planning.
	9)	The quality of the KAI Access App products and services is better than its competitors.
	10)	The KAI Access App provides the needed travel options.
	11)	The KAI Access App matches user expectations when purchasing train tickets.
	12)	The KAI Access App satisfies expectations in terms of ticket purchase ease and speed.
	13)	The KAI Access App understands user needs and preferences.
	14)	Users recognize the added value provided by the KAI Access App.
	15)	Users are satisfied with the experience of using the KAI Access App.

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### 3.1 Population and research sample

Sugiyono (2018) defined population as a group of objects or subjects with specific characteristics set by researchers for research and conclusions. The population in this research is KAI Access application users at Pasar Senen Station in Central Jakarta. Because this research population varies every year, the population becomes incon-

sistent. According to Sugiyono (2018), the sample is a subset of the population’s size and characteristics. Since this research’s population is unclear, the sample size is determined using the (Lemeshow, 1997) formula as follows:

$$n = \frac{Z^2 p(1 - p)}{d^2}$$

$$n = \frac{1.95^2(0.5)(0.5)}{0.01^2}$$

$$n = 97$$

$$n \approx 100$$

Description:

<i>n</i>	Sample size
<i>Z</i>	Confidence level (1.96)
<i>p</i>	Maximum estimation (0.5)
<i>d</i>	Limit of error (10% or 0.01)

A sample size of 97 respondents was obtained on the basis of the results of the sample size calculation using the Lemeshow (1997) formula. The sample size for this research was rounded up to 100 respondents.

#### 4 Results and discussion

The purpose of this research was to examine the impact of service quality and brand image partially and simultaneously on KAI Access consumer satisfaction. The research instrument consisting of 45 statement items was tested for validity and reliability with 30 respondents prior to collecting the research data. Validity and reliability tests are useful for evaluating the quality of research instruments. A statement item is said to be valid if  $r_{coefficient} \geq r_{table}$  and have a good reliability with a Cronbach Alpha value  $\geq 0,7$ . Based on the results of the validity test using SPSS 27, the 45 question items obtained a value of  $r_{coefficient} \geq r_{table}$ , indicating that the statement items are valid. The following table contains the results of the reliability test:

**Table 2.** Reliability test results.

Variable	Cronbach's Alpha	Description
Service Quality	0.883	Reliable
Brand Image	0.878	Reliable
Consumer Satisfaction	0.923	Reliable

Based on Table 2, the variables of service quality, brand image, and consumer satisfaction have Cronbach’s Alpha values higher than 0.7. As a result, it is possible to conclude that the research instruments have good reliability.

#### 4.1 Normality test

Before performing multiple regression analysis, the research data were tested for normality to evaluate whether the data collected or observed has a normal distribution or otherwise. The normality test is used to determine whether the distribution of data in a group of data or variables is normally distributed. The Kolmogorov-Smirnov method was used to confirm the normality test in this research. The test results are shown below:

**Table 3.** Normality test results.

One-Sample Kolmogorov-Smirnov Test				
				Unstand-ardized Re-sidual
N				100
Normal Parameters <sup>a, b</sup>	Pa-	Mean		.0000000
		Std. Deviation		4.35552454
Most Extreme Differences	Extreme	Absolute		.088
		Positive		.065
		Negative		-.088
Test Statistic				.088
Asymp. Sig. (2-tailed) <sup>c</sup>				.054
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Carlo	Sig.		.053
		99% Confidence Interval	Lower Bound	.047
			Upper Bound	.059

a. Test distribution is normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 79654295.

Table 3 shows the normality test results obtained from Asymp. Sig value  $0.054 \geq 0.05$ . Based on the results, it is possible to conclude that the data have a normal distribution.

#### 4.2 Heteroscedasticity test

The heteroscedasticity test is used to determine whether, in the regression model, there is an inequality of variance from the residuals for all observations. A decent regression model has homoscedasticity or no heteroscedasticity. The table of heteroscedasticity test results is shown below:

**Table 4.** Heteroscedasticity test results.

		<b>Coefficients<sup>a</sup></b>					
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta	Std. Beta		
1	(Constant)	-.656	2.095			-.313	.755
	KP (X1)	.005	.045	.018	.120	.120	.904
	BI (X2)	.060	.052	.052	.174	1.166	.247

a. Dependent Variable: ABS\_RES

Based on Table 4, the heteroscedasticity test results obtained a Sig value of 0.904 > 0.05 on the service quality variable. With a Sig value of 0.247 > 0.05 on the brand image variable, it can be stated that the service quality and brand image variables on customer satisfaction show no heteroscedasticity.

### 4.3 Multicollinearity test

Multicollinearity test is used to determine whether, in a regression model, there is intercorrelation or collinearity between independent variables. In the multicollinearity test, if the VIF value < 10 and the Tolerance value > 0.10, then there is no multicollinearity. The results of the multicollinearity test are shown below.

**Table 5.** Multicollinearity test results.

		<b>Coefficients<sup>a</sup></b>					<b>Collinearity Statistics</b>		
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig	Tolerance	VIF
		B	Std. Error	Beta	Std. Beta				
	(Constant)	10.317	3.205			3.219	.002		
1	KP	.158	.069	.187	.2300	2.300	.024	.446	2.243
	BI	.678	.079	.696	8.550	8.550	.000	.446	2.243

a. Dependent Variable: KK

Table 5 shows that the service quality and brand image variables have the tolerance value of 0.446 > 0.10 and the VIF value (2.247) < 10.00, indicating that the data does not show multicollinearity.

#### 4.4 Autocorrelation test

The autocorrelation test is used to identify the correlation between variables in the regression model over successive time intervals. To detect the signs of autocorrelation, the run test is used. The autocorrelation test results are shown below.

**Table 6.** Autocorrelation test results.

<b>Runs Test</b>	
	Unstandardized Residual
Test Value <sup>a</sup>	.28718
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	52
Z	.201
Asymp. Sig. (2-tailed)	.841
a. Median	

Based on the autocorrelation test results in Table 6, the Asymp. Sig 0.841 > 0.05 indicating that the data shows no autocorrelation.

#### 4.5 Partial T-Test

The partial t-test is a method used to confirm whether the independent variable has a partial impact on the dependent variable. To confirm the regression analysis results, the t-test was used with a confidence level of 95% or a significance level of 5%, with the following criteria: 1) if the significance value is  $\leq 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted, 2) if the significance value is  $\geq 0.05$ ,  $H_a$  is rejected and  $H_0$  is accepted. The results are shown below:

**Table 7.** Multiple regression t-test results.

Model	<b>Coefficients<sup>a</sup></b>				
	Unstandardized Co- efficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	10.317	3.205		3.219	.002
Service Quality (X1)	.158	.069	.187	2.300	.024
Brand Image (X2)	.678	.079	.696	8.550	.000

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the results in Table 7, the service satisfaction variable ( $X_1$ ) has the significant value of  $0.024 < 0.05$  and the  $t_{coefficient}(2.30) > t_{table}(1.66)$  with a confidence level of 95%. It is possible to conclude that service quality has a partial impact on consumer satisfaction. The regression correlation coefficient is 0.158. This demonstrates that there is a relationship between service quality ( $X_1$ ) and consumer satisfaction (Y). The regression coefficient is positive at 0.158, indicating that service quality

has a positive impact on consumer satisfaction. The higher the quality of service, the more consumer satisfaction increases and vice versa.

Furthermore, the significant value of the brand image ( $X_2$ ) variable is  $0.00 < 0.05$  and the value of  $t_{coefficient}(8.55) > t_{table}(1.66)$  with a confidence level of 95%. As a result, it is possible to conclude that brand image has a partial impact on consumer satisfaction. The regression correlation coefficient is 0.678. This demonstrates a relationship between brand image ( $X_2$ ) with consumer satisfaction ( $Y$ ). The regression coefficient is positive at 0.678, indicating that brand image has a positive impact on consumer satisfaction. The higher the brand image, the more consumer satisfaction increases and vice versa.

#### 4.6 F-test

The F-test (Simultaneous Test) is a test used to identify the simultaneous impact of the independent variables on the dependent variable. The test is commonly used in multiple linear regression analysis to examine the impact of all independent variables simultaneously on the dependent variable. In the F-test, the significance level used is 0.05 or 5%. If the significance value is  $F < 0.05$ , it indicates that the independent variables simultaneously impact the dependent variable or vice versa. The results are shown below:

**Table 8.** F-test results.

ANOVA <sup>a</sup>					
Model	Sum of Squares	d f	Mean Square	F	Sig.
1 Regression	4676.661	2	2338.331	120.771	.000 <sup>b</sup>
Residual	1878.089	97	19.362		
Total	6554.750	99			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Brand Image (X2), Service Quality (X1)

Based on the F-test output or ANOVA test in Table 8, the calculation resulted in the value of  $F_{coefficient}(120.771) > F_{table}(3.09)$  and the significance value  $(0.00) < (0.05)$ . As a result, the independent variables of service quality and brand image can both simultaneously impact the dependent variable of consumer satisfaction.

#### 4.7 Coefficient of determination

The coefficient of determination ( $R^2$ ) is a measure used to show the extent to which the independent variables in a regression model can predict or explain variations in the dependent variable. The coefficient of determination varies from 0 to 1, with a higher value indicating a better prediction model for the proposed research model. In

this research, the coefficient determination is used to determine how significant or important the impact of the independent variables, which are service quality and brand image, simultaneously on the dependent variable of consumer satisfaction. The results are shown below:

**Table 9.** Coefficient of the determination test results.

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 <sup>a</sup>	.713	.708	4.40020
a. Predictors: (Constant), Brand Image (X2), Service Quality (X1)				
b. Dependent Variable: Consumer Satisfaction (Y)				

Based on Table 9, the results of the coefficient of the determination test show that the R Square value is 0.713. This demonstrates that the variables of service quality and brand image simultaneously impact consumer satisfaction of 71.3%. Additionally, the rest 28% is impacted by other factors that are not examined in this research.

## 5 Conclusion

The following are three conclusions based on the analysis results.

1. Service quality has a significance value of  $0.024 < 0.05$  and the value of  $t_{coefficient}(2.30) > t_{table}(1.66)$  with a confidence level of 95%. It can be concluded that service quality has a partial positive impact on consumer satisfaction. As a result, it supports the first hypothesis, “Service quality partially impacts KAI Access’ consumer satisfaction”.
2. Brand Image has a significance value of  $0.00 < 0.05$  and the value of  $t_{coefficient}(8.55) > t_{table}(1.66)$  with a confidence level of 95%. It can be concluded that brand image has a partial positive impact on consumer satisfaction. As a result, it supports the second hypothesis, “Brand image partially impacts KAI Access’ consumer satisfaction”.
3. Service quality and brand image have a value of  $F_{coefficient}(120.771) > F_{table}(3.09)$  and the significance value of  $(0.00) < (0.05)$ . It can be concluded that the service quality and brand image variables simultaneously impact consumer satisfaction. As a result, it supports the third hypothesis, “Service quality and brand image simultaneously impact KAI Access’ consumer satisfaction”.

## 6 Implications

The research on Service Quality and Brand Image Impact on Consumer Satisfaction on Ticket Purchasing in the KAI Access Application has important implications, including improving service quality, developing a positive brand image, and improving the KAI Access application. The research’s findings can assist train business compa-

nies and travel apps in increasing consumer satisfaction, developing more effective marketing strategies, and maintaining a competitive advantage in this competitive industry. The implications can also serve as a basis for further research and encourage the adoption of optimal practices in industry.

## 7 Research limitations

One of these research limitations is the generalization of the results. Because the sample of respondents in this research is limited to certain categories, the results may not fully reflect the entire population of KAI Access users. There is a potential risk of subjectivity in the primary data collected, because consumer satisfaction and perceptions of brand image are typically subjective, and the responses from the respondents may be influenced by personal experiences or other difficult-to-evaluate factors.

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