

Analisis pengaruh servicescape dan kualitas pelayanan terhadap share of wallet konsumen: Studi kasus pada jasa kereta rel listrik Commuter Line = Analysis on the effects of servicescape conditions and service quality towards consumer's share of wallet: A case study on Commuter Line railway service / Ananda Rafi

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Abstrak

[Jasa Kereta Rel Listrik (KRL) Commuter Line merupakan salah satu jasa transportasi umum yang beroperasi di daerah Jakarta dan sekitarnya, dan telah menjadi peran penting dalam kegiatan harian masyarakat ibukota. Tingginya animo masyarakat terhadap jasa KRL Commuter Line merupakan peluang bagi PT KAI sebagai induk perusahaan dari jasa KRL Commuter Line untuk meningkatkan keuntungan perusahaan yang salah dapat diukur melalui share of wallet dari pengguna jasa KRL Commuter Line, dimana beberapa peluang di antaranya adalah peningkatan servicescape dan kualitas pelayanan dari jasa KRL Commuter Line. Penelitian ini bertujuan untuk menganalisis pengaruh servicescape serta kualitas pelayanan terhadap share of wallet yang diberikan oleh pengguna jasa KRL Commuter Line. Sampel penelitian ini adalah pengguna jasa KRL Commuter Line yang menggunakan jasa KRL Commuter Line setidaknya sekali dalam sebulan terakhir. Data yang diterima diolah menggunakan metode Structural Equation Modelling. Hasil penelitian menunjukkan bahwa terdapat pengaruh servicescape dan kualitas pelayanan terhadap share of wallet dari pengguna jasa KRL Commuter Line. Hasil lain dari penelitian pun juga menunjukkan bahwa kualitas pelayanan lebih mempengaruhi share of wallet pengguna jasa KRL Commuter Line dibandingkan dengan kondisi servicescape jasa KRL tersebut.

;The Commuter Line Railway service is one of Jakarta's main public transportations and has played an important role in the activities of the capital city's community. The increase of preferences towards the Commuter Line Railway service from the community is an opportunity for PT Kereta Api Indonesia as a parent company of the Commuter Line Railway service to maximize profits which can be measured through the increase of the user's share of wallet, whereas the opportunities are the increase in servicescape conditions and also the service quality of the Commuter Line Railway service. The purpose of this research is to analyze the effects of servicescape conditions and also service quality towards the share of wallets of Commuter Line Railway users. The samples of this research are users of Commuter Line Railway service whom at least used the service once in the last month. The final data was analyzed using Structural Equation Modelling method. The result of this research shows that servicescape conditions and service quality affects the share of wallet of Commuter Line Railway users. Other results also show that service quality affects more significantly towards user's share of wallet compared to the servicescape conditions.

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