



## INTISARI

Penelitian ini adalah penelitian deksriptif kualitatif yang dilaksanakan pada stasiun besar yogyakarta yang berlokasi di Jalan Mangkubumi no 1. Tujuan dari penelitian ini adalah untuk mengetahui kualitas pelayanan pada PT. Kereta Api Indonesia (Persero) Stasiun Besar Yogyakarta. Jenis data yang digunakan adalah data primer melalui wawancara terstruktur dengan sampel penelitian dari karyawan stasiun besar yogyakarta dan observasi kemudian dibandingkan dengan teori serqual (Service Quality) melalui 5 dimensi bukti fisik ( *tangible* ), keandalan ( *reability* ), daya tanggap ( *responsiveness* ), jaminan ( *assurance* ), Empati ( *empaty* )

Kata kunci : bukti fisik ( *tangible* ), keandalan ( *reability* ), daya tanggap ( *responsiveness* ), jaminan ( *assurance* ), Empati ( *empaty* )



## **ABSTRAK**

This is a descriptive qualitative research which were done in Yogyakarta Railway station where is located in Jalan Mangkubumi no 1. The objective of this research is to observe the service quality of PT. Kereta Api Indonesai (KAI) of Yogyakarta Railway station. Primary data in this research are gotten from analytical interview with the staffs of Yogyakarta railway station who were chosen as the main sample of this research and also collected observations are correlated by using five dimensions of serqual theory namely tangibility, reliability, responsiveness, assurance and empathy.

**Keywords:** tangibility, reliability, responsiveness, assurance and empathy..