ABSTRACT

Effectiveness Special Train For Women by PT. Kereta Api Indonesian (persero) In

Operational Areas I Jakarta Towards Improving Its Image Company

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This study aims to determine the effectiveness of the train service for women by PT Kereta Api Indonesia (Persero) in the operational area (DAOP) I Jakarta on improving its image. So the researchers tried to analyze the measuring instrument that will that is the purpose of service, service cost, service time, and number of personnel involved, as well as the effectiveness of women's special train service to the attitude, cognition, perception, and consumer motivation train service users.

The method used in this research is survey method with correlation techniques. Most of the data was collected using questionnaires and interviews and supported by data from literature. For it is the consumer sample train service users with a total sample of 100 people. The sampling technique used in this study were incidental sampling technique. Data analysis techniques to look at the relationship between variables is rank spearman coefficient.

Results of the study showed, that the purpose, cost, time and number of personnel involved in train service for women in the operational area (DAOP) I Jakarta has a significant relationship. The train service and effectiveness for women to have a strong motivation and cognition, perception, and attitudes have a significant relationship. This is evident from all the questions in the form of a questionnaire which the author shared with respondents about the purpose of service, service costs, time ministry, the number of service personnel.

The conclusion from this study indicate that the purpose, cost, time, and the number of service personnel special train women in the operational area (DAOP) I Jakarta has a significant relationship. In addition, train service effectiveness for women to motivation, cognition perceptions and attitudes affect the good image of the company's improvement

Advice from the author to the PT. Kereta Api Indonesia (Persero) is to improve the quality of service and security on the train was able to give a sense of comfort and safety to consumers trains service users. This can have a positive impact and can enhance a good image for the company.