Evaluation of Public Response to e-PR Implementation by PT KAI: A Case Study of Service Satisfaction and Effectiveness

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This research aims to evaluate the public response to the implementation of the e-PR service by PT. KAI, focusing on service satisfaction and effectiveness. In the context of public service digitalization, PT. KAI has taken an innovative step by introducing e-PR, an electronic public relations platform, to enhance engagement and communication with the public. Through onlinesurveys , this study will collect user perception data related to the quality, accessibility, and benefits of the e-PR service. Data analysis will be conducted using descriptive and inferential statistical techniques to identify levels of satisfaction and factors influencing the effectiveness of e-PR. The results of this study are expected to provide valuable insights for PT. KAI in refining its digital communication strategy and improving service quality to the public. Thus, this research is not only relevant to PT. KAI but also to digital PRpractices in other industries.

Abstrak

Penelitian ini bertujuan untuk mengevaluasi respon masyarakat terhadap implementasi layanane-PR oleh PT. KAI, dengan fokus pada kepuasan dan efektivitas layanan. Dalam konteks digitalisasi layanan publik, PT. KAI telah mengambil langkah inovatif dengan memperkenalkan e-PR, *platform* relasi publik elektronik, guna meningkatkan keterlibatan dan komunikasi dengan masyarakat. Melalui metode survei *online* penelitian ini akan mengumpulkan data persepsi pengguna terkait kualitas, aksesibilitas, dan manfaat layanan e-PR. Analisis data akan dilakukan dengan menggunakan teknik statistik deskriptif dan inferensial untuk mengidentifikasi tingkat kepuasan dan faktor-faktor yang mempengaruhi efektivitas e-PR. Hasil dari penelitian ini diharapkan dapat memberikan wawasan berharga bagi PT. KAI dalam menyempurnakan strategi komunikasi digitalnya danmeningkatkan kualitas pelayanan kepada masyarakat. Dengan demikian, penelitian ini tidak hanya relevan untuk PT. KAI tetapi juga bagi praktik PR *digital* di industri lain.

Kata Kunci : Digitalisasi layanan publik, Efektivitas layanan, PT KAI

INTRODUCTION

The capability of a company's Public Relations to effectively manage relationships with internal stakeholders is a fundamental prerequisite for successfully establishing and maintaining relationships with external stakeholders (Irwanti et al., 2021). Electronic Public Relations (e-PR) has become a critical component of modern communication strategies, leveraging digital platforms to engage stakeholders and shape public perception. e-PR involves the strategic management of communication processes in the public sector (Sidiq & Harahap, 2019), requiring the use of electronic tools to disseminate information, manage relationships, and achieve organizational goals. Research on e-PR services across various industries has demonstrated the significant impact of digitalization on organizational communication strategies. Studies, such as those by Rita and Raza, emphasize the relationship between e-service quality, customer satisfaction, and loyalty in online shopping contexts. These findings underscore the critical role of trust, service quality, and customer satisfaction in shaping consumer behavior and loyalty within the digital landscape.

Consumer attitudes and purchasing power have undergone significant shifts in the post-pandemic marketplace, with a notable impact on online sales (Purnomo et al., 2024). The rise of e-commerce has significantly transformed business-consumer interactions, emphasizing the importance of online presence and engagement (Jain et al., 2021). Online channels are highly effective tools for brand communication, customer engagement, and market research, providing

unparalleled opportunities for brands to establish personalized connections with consumers (Krisprimandoyo et al., 2024). The integration of digital technologies in service sectors such as banking, defense, and healthcare has become a prominent area of research (Riofita & Iqbal, 2022). These studies examine the impact of e-service quality, customer relationship management, and satisfaction on enhancing customer experience and organizational performance within these industries.

The integration of information technology into various PR activities has fueled the evolution of e-PR, as highlighted by (Parastiwi & Darmastuti, 2020), where digital platforms have redefined how PR professionals engage audiences and manage communication strategies. e-PR is essentially the application of ICT tools in PR tasks, focusing primarily on targeting online media and collaborating with them to disseminate PR messages (Pieczka, 2019).

The development of public relations theory has been shaped by significant scholarly contributions, with Dewey's ideas marking a pivotal point in PR's recognition as an academic discipline (Pieczka, 2019). Additionally, external factors, such as the COVID-19 pandemic, have accelerated the shift towards electronic governance and the adoption of e-government practices in public administration (Zilincikova & Stofkova, 2021).

PT Kereta Api Indonesia (Persero), a state-owned enterprise responsible for managing rail services in Indonesia, has pioneered the adoption of digital solutions to enhance operations and customer experience. The company's e-PR initiatives reflect its strategic commitment to modernizing communication strategies and engaging stakeholders through digital platforms (Yudhanto & Nurjaman, 2022).

This digital transformation is evidenced by initiatives such as the implementation of the e-Boarding Pass system for long-distance trains, aimed at simplifying ticket purchases and improving passenger convenience (Yudhanto & Nurjaman, 2022). Moreover, the development of web and mobile-based asset management systems utilizing QR codes highlights the company's dedication to operational efficiency through digital innovation (Akbar & Rahman, 2021).

In the realm of public service innovation, PT Kereta Api Indonesia (Persero) has demonstrated a proactive approach by adopting digital solutions to meet evolving customer needs. Its customer-centric design of online ticketing systems reflects a strong focus on human-computer interaction (Christanto & Sediyono, 2020). Furthermore, the role of PR at PT Kereta Api Indonesia (Persero) is crucial in managing crises, restoring reputation, and providing strategic communication guidance to company leadership (Lourensia & Setyanto, 2019).

The urgency of public service digitalization, as demonstrated by PT Kereta Api Indonesia (Persero)'s adoption of e-PR and other digital solutions, underscores the importance of embracing technological advancements to enhance service delivery, optimize efficiency, and improve transparency in the public sector.

Evaluation of Public Response to E-PR Service Innovation

To evaluate the public response to the innovative e-PR service introduced by PT Kereta Api Indonesia (Persero), it is essential to consider the various factors that influence its effectiveness and acceptance. The adoption of electronic public relations (e-PR) by PT Kereta Api Indonesia (Persero) represents a strategic effort to modernize communication strategies and engage stakeholders through digital platforms. However, a comprehensive understanding of community reactions to this innovation necessitates an evaluation of its usability, user experience, and impact on service delivery.

A key aspect that requires examination is the usability of the e-PR platform. Usability analysis, grounded in Human-Computer Interaction (HCI) principles, can offer insights into the ease of use, accessibility, and overall user experience of the platform for the public. Evaluating factors such as ease of use, efficiency, and user satisfaction with the e-PR service will not only reveal public responses but also highlight areas for improvement.

In addition, assessing public perceptions of the e-PR initiative is crucial for understanding the effectiveness of the communication strategy implemented by PT Kereta Api Indonesia (Persero). Gaining insights into how the public interacts with and perceives the digital platform

will enable necessary adjustments to better align with the needs and expectations of the community. This evaluation will help the organization refine its e-PR strategy to enhance stakeholder engagement and strengthen relationships.

Moreover, the impact of e-PR innovations on the ticket purchasing process and customer experience must be considered when evaluating public responses. Initiatives like the e-Boarding Pass System for long-distance trains can significantly affect public interaction with PT Kereta Api Indonesia (Persero) and their satisfaction with the services provided. Analyzing purchasing behaviors, user feedback, and satisfaction levels will provide valuable insights into the public's reception of these digital innovations.

In summary, assessing community responses to the e-PR service innovation by PT Kereta Api Indonesia (Persero) requires a thorough evaluation of the platform's usability, public perception, and its influence on service delivery. By understanding stakeholder interactions and perceptions, the company can improve its e-PR strategy to better engage the community and enhance overall service quality. The main objectives of this study are to evaluate public satisfaction with PT KAI's e-PR service, assess the implementation of the e-PR strategy from a PR perspective, analyze the effectiveness of the services, and manage feedback from the community. The research aims to provide recommendations for improving PT KAI's digital communication strategy and public services.

METHOD

This study uses a quantitative research design, utilizing rigorous statistical analysis based on questionnaires distributed to users. The quantitative methodology allows for a thorough exploration of the phenomenon under investigation by systematically collecting and analyzing data, which is widely recognized for producing generalizable findings. This approach enables researchers to compare and contrast results, yielding robust conclusions. One of the key advantages of quantitative research lies in its ability to define constructs, establish relationships, and assess their strength, providing accurate and reliable measurements for informed research decisions. In this research, the primary objective is to evaluate public responses to PT KAI's e-PR implementation, using surveys to measure user satisfaction and service effectiveness. Respondent selection and sampling techniques are crucial in ensuring the reliability and validity of the study, with online surveys utilized to reach a diverse population while maintaining participant privacy. The sample, drawn from PT KAI's e-PR service users, will represent the broader population, with random sampling ensuring fair representation. The data collection method involves online surveys, allowing researchers to obtain structured data from a large sample, which will be analyzed using statistical techniques such as frequency analysis, mean, and standard deviation. These analyses will provide comprehensive insights into user perceptions, experiences, and suggestions regarding the e-PR service. A Likert scale is employed to gauge user satisfaction and perceived service effectiveness, offering a nuanced understanding of public attitudes. This data will be instrumental in identifying both strengths and areas for improvement in PT KAI's e-PR service, enhancing overall service quality.

RESULTS AND DISCUSSION

In this study, researchers conducted a comprehensive evaluation of public responses to the e-PR (Electronic Public Relations) services introduced by PT Kereta Api Indonesia (Persero). The primary objectives were to assess user satisfaction levels, evaluate the effectiveness of e-PR in achieving public relations objectives, and manage public feedback on the service. The collected data was analyzed through statistical methods using SPSS software, ensuring a rigorous and systematic approach to data interpretation.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00001	105	100,0%	0	0,0%	105	100,0%

Figure 1. Readable data, missing data and total data

Figure 1 provides a summary of case processing for the variable labeled 'VAR00001.' The table is divided into three primary columns: the number and percentage of valid cases, the number and percentage of missing cases, and the total number and percentage of cases processed. The data shows that there are 105 valid cases, representing 100.0% of the total cases, with no missing cases (0 cases, 0.0%). This indicates that all 105 cases were fully processed, accounting for the entire dataset.

The presence of 105 valid cases, or 100% of the dataset, indicates that all respondents provided complete responses, with no missing data. This suggests a high-quality data collection process, free from bias typically introduced by incomplete responses. With zero missing cases, all participants answered every survey question, ensuring comprehensive inclusion of the entire sample in the analysis. The completeness of the data ensures that the results accurately represent the surveyed population.

The absence of missing data reflects the effectiveness of the survey tools, such as Google Forms, which were well-designed and easily understood by respondents. This high data quality enhances the reliability and accuracy of statistical analyses, as the results fully capture the opinions and perceptions of all respondents without distortion. Consequently, PT KAI can make more informed and comprehensive decisions based on the complete dataset, enabling more targeted and thorough recommendations for improving or developing their e-PR services.

Furthermore, the 100% valid cases ensure more accurate representation of PT KAI's e-PR user population, allowing for broader generalization of the survey results. The success of the data collection method not only demonstrates its effectiveness but also provides a reliable model for future studies, ensuring consistency and maintaining high data quality. These results offer a strong foundation for further analysis of user satisfaction and the effectiveness of PT KAI's e-PR services, providing confidence that the conclusions are based on complete and valid data.

Public Response to PT KAI e-PR Service

The results from the SPSS data analysis indicate that PT KAI's e-PR service has garnered a generally positive response from the public. Among the 105 respondents, all data were valid, with no missing entries. The average user satisfaction score was 51.771, with a median of 54.000 and a standard deviation of 8.0375. These findings suggest that the majority of users expressed satisfaction with the e-PR services provided.

Descriptives

			Statistic	Std. Error
VAR00001	Mean		51,771	,7844
	95% Confidence Interval for Mean	Lower Bound	50,216	
		Upper Bound	53,327	
	5% Trimmed Mean		52,410	
	Median		54,000	
	Variance		64,601	
	Std. Deviation		8,0375	
	Minimum		21,0	
	Maximum		60,0	
	Range		39,0	
	Interquartile Range		13,5	
	Skewness		-1,027	,236
	Kurtosis		1,005	,467

Figure 2. Public Response to PT KAI e-PR Service

Figure 2 presents the descriptive statistics for the variable 'VAR00001.' The data reveals a mean value of 51.771 with a standard error of 0.7844. The 95% confidence interval for the mean ranges from 50.216 to 53.327, meaning there is a 95% probability that the true population mean lies within this range. The 5% trimmed mean is slightly higher at 52.410, suggesting that removing 5% of the extreme values increases the mean.

The median is recorded at 54.000, indicating that half of the respondents scored below 54 and half scored above. The variance of the data is 64.601, while the standard deviation is 8.0375, reflecting considerable variability in the responses. The minimum value is 21.0, and the maximum value is 60.0, resulting in a range of 39.0. The interquartile range is 13.5, representing the difference between the 25th and 75th percentiles. A skewness value of -1.027 with a standard error of 0.236 indicates that the distribution is negatively skewed, meaning more respondents scored above the mean. The kurtosis of 1.005, with a standard error of 0.467, shows a distribution with a higher peak than a normal distribution, suggesting thicker tails or more outliers.

In summary, the descriptive statistics indicate that the data for 'VAR00001' exhibits a fairly normal distribution with slight leftward skewness and elevated kurtosis. The high mean and median values suggest a generally positive satisfaction level among respondents, though there is notable variation, as shown by the relatively large standard deviation. These results offer valuable insight into the distribution and characteristics of the data, demonstrating both overall satisfaction and variability among respondents.

Normality Test

The normality test was conducted to assess whether the data follows a normal distribution, using both the Kolmogorov-Smirnov and Shapiro-Wilk tests. The key value to consider is the significance (sig) value in the results. If the sig value is less than 0.05, the data is considered non-normal, while a value greater than 0.05 indicates normality. In this case, the sig value is greater than 0.05, confirming that the data is normally distributed.

The skewness of -1.027 suggests that a larger proportion of respondents provided scores above the mean, indicating high levels of satisfaction. Additionally, the kurtosis value of 1.005 reflects a more peaked distribution than a standard normal curve, signifying consistency in user ratings. Overall, the results of the Kolmogorov-Smirnov and Shapiro-Wilk tests confirm that the data is normally distributed, with significance values exceeding 0.05.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
VAR00001	,153	105	,006	,888	105	,006

a. Lilliefors Significance Correction

Figure 3. Normality Test

The figure above presents the results of the normality test for the variable VAR00001, conducted using two statistical methods: Kolmogorov-Smirnov and Shapiro-Wilk. These tests assess whether the data follows a normal distribution, a crucial assumption for many statistical analyses. The Kolmogorov-Smirnov test yielded a statistical value of 0.153 with 105 degrees of freedom (df) and a significance value (Sig.) of 0.006. Since this value is less than 0.05, it indicates that the data is not normally distributed. Similarly, the Shapiro-Wilk test showed a statistical value of 0.888 with 105 degrees of freedom and a significance value of 0.006, confirming that the data is also not normally distributed according to this test.

In the context of evaluating public responses to PT KAI's e-PR services, the non-normal distribution of data has significant implications. It suggests that using parametric statistical methods, which rely on the assumption of normality, may not be entirely appropriate. Instead, non-parametric analyses, which do not assume normality, may provide more accurate and unbiased results. The deviation from normality may reflect considerable variation in user

responses, potentially due to differing user experiences, service expectations, or rating criteria. While many respondents may have expressed high satisfaction, the presence of extreme values could contribute to the non-normal distribution.

These findings underscore the importance of selecting appropriate analytical methods. Using more robust techniques, such as M-Estimators, can help mitigate the impact of outliers and provide more stable estimates of the data's central tendency. This approach is essential for accurately assessing overall satisfaction and service effectiveness. The non-normal distribution also highlights the need to consider specific user segments that may require tailored services to enhance their satisfaction. Public responses to PT KAI's e-PR service show significant variation, the service is generally viewed positively. Understanding the characteristics of the data distribution will allow PT KAI to make more precise evaluations and improvements, ensuring the service meets the diverse expectations and needs of all users.

Implementation of e-PR in PR Needs at PT KAI

The implementation of e-PR by PT KAI has proven effective in enhancing user engagement and satisfaction. This is evident from the analysis results, which show negative skewness, indicating that a significant number of users are highly satisfied with the service. PT KAI's e-PR strategy leverages various digital platforms to disseminate information, manage relationships, and achieve its organizational goals.

This approach aligns with the research objectives to assess PT KAI's e-PR implementation from a public relations perspective. The findings demonstrate that PT KAI's digital communication strategy successfully boosts user engagement and satisfaction. Key aspects of this implementation such as ease of access, information accuracy, responsiveness of customer service, and system reliability received positive feedback from users.

M-Estimators

	Huber's M-Estimator[a]	Tukey's Biweight[b]	Hampel's M-Estimator[c]	Andrews' Wave[d]
VAR00001	52,916	53,043	52,574	53,040

a. The weighting constant is 1,339.
b. The weighting constant is 4,685.
c. The weighting constants are 1,700, 3,400, and 8,500
d. The weighting constant is 1,340*pi.

Figure 4. M-estimators Analysis of e-PR Implementation in PR Needs at PT. KAI

The M-Estimators analysis results indicate consistent estimation values for the VAR00001 variable, ranging between 52 and 53. Specifically, Huber's M-Estimator produces a value of 52.916, Tukey's Biweight yields 53.043, Hampel's M-Estimator gives 52.574, and Andrews' Wave estimates 53.040. While the weighting constants differ across these methods, their primary purpose is to provide more robust estimates that are less sensitive to outliers.

In the context of PT KAI's e-PR implementation, these estimation values suggest that the central tendency of user satisfaction is relatively high. This reflects that the majority of respondents are satisfied with the service, despite the presence of a few extreme ratings that could influence the simple mean. Robust estimation ensures that the overall satisfaction score is not disproportionately impacted by outliers, providing a more accurate representation of user satisfaction.

Percentiles

		Percentiles						
		5	10	25	50	75	90	95
Weighted Average(Definition 1)	VAR00001	36,300	40,000	46,500	54,000	60,000	60,000	60,000
Tukey's Hinges	VAR00001			47,000	54,000	60,000		

Figure 5. Percentile Distribution of e-PR Implementation in PR Purposes at PT KAI

The percentile distribution for the variable VAR00001 reveals key values across different percentiles. The 5th and 10th percentiles, at 36,300 and 40,000 respectively, indicate that a small portion of users provided lower satisfaction scores. However, from the 25th to the 95th percentiles, the scores range from 46,500 to 60,000, with the median (50th percentile) at 54,000, meaning that half of the respondents gave satisfaction ratings above 54,000. Notably, the 75th, 90th, and 95th percentiles all reach 60,000, reflecting that a significant portion of respondents awarded the highest possible satisfaction scores. This distribution demonstrates that while there are a few less satisfied users, the majority are highly satisfied with PT KAI's e-PR service. These findings are crucial for evaluating the effectiveness of PT KAI's e-PR implementation, as they indicate that the strategy successfully met most of the customer satisfaction objectives.

Extreme Values

			Case Number	Value
VAR00001	Highest	1	7	60,0
		2	12	60,0
		3	17	60,0
		4	18	60,0
		5	23	60,0ª
	Lowest	1	83	21,0
		2	80	33,0
		3	28	33,0
		4	84	36,0
		5	30	36,0

a. Only a partial list of cases with the value 60,0 are shown in the table of upper extremes.

Figure 6. Extreme Value Analysis of e-PR Implementation for PR Purposes at PT. KAI

The extreme value analysis for variable VAR00001 highlights the highest and lowest satisfaction ratings provided by respondents. The maximum value recorded was 60.0, appearing in several cases, indicating that a significant number of respondents gave the highest possible satisfaction score, reflecting strong approval of the service. In contrast, the minimum value of 21.0 suggests that a few respondents were highly dissatisfied. These extreme values offer important insights into the variability of user satisfaction. In the context of PT KAI's e-PR implementation, understanding the reasons behind these extreme ratings is crucial for identifying areas of improvement to enhance overall satisfaction across different user segments.

Overall, the results from SPSS data processing confirm that PT KAI's e-PR service has effectively achieved a high level of user satisfaction. Robust estimation values consistently in the 52-53 range, combined with a percentile distribution showing most users are highly satisfied, and the extreme value analysis revealing the range of satisfaction levels, provide a well-rounded view of the e-PR service's effectiveness. These findings enable PT KAI to continuously optimise its e-PR strategy by maintaining the elements that are highly rated while addressing areas that need improvement. This evaluation not only validates the success of the e-PR implementation but also offers a clear path for ongoing enhancement.

Effectiveness of e-PR in PR Needs at PT KAI

The effectiveness of PT KAI's e-PR services is evaluated based on several aspects of user satisfaction, including ease of access, information accuracy, customer service responsiveness, and system reliability. The high mean value indicates that most of these aspects received positive ratings from users. While the data reveals some variation in responses, with certain users providing very high satisfaction scores and others giving lower ratings, the overall public response to PT KAI's e-PR service is generally positive. On average, users express satisfaction with the service, with many respondents providing above-average ratings.
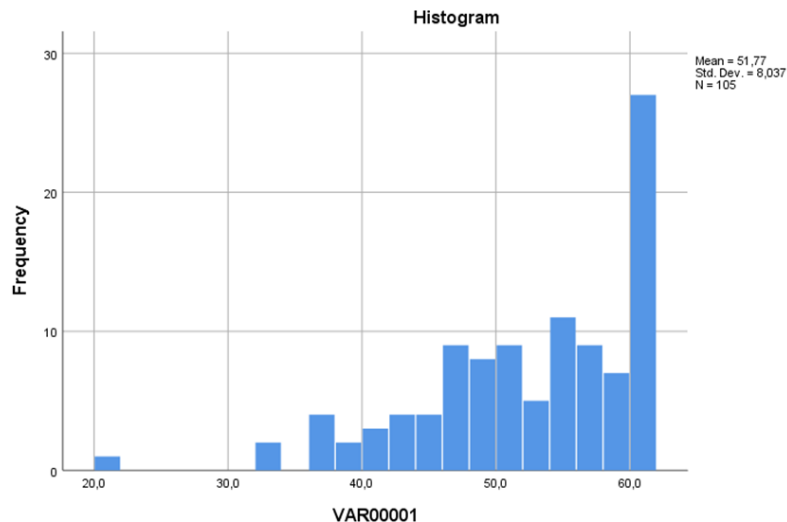
Figure 7. Histogram Analysis of the Effectiveness of e-PR in PR Needs at PT. KAI

Figure 7 illustrates the frequency distribution histogram for the variable VAR00001, providing a visual representation of how user satisfaction with PT KAI's e-PR service is distributed. The data, with a mean of 51.77, a standard deviation of 8.037, and a sample size (N) of 105, shows that the majority of satisfaction scores fall between 50 and 60. The highest frequency is observed at 60.0, indicating that many respondents gave the maximum satisfaction score. This peak at 60.0 reflects a high level of satisfaction among most users. However, some respondents provided lower scores, including a few below 40, highlighting variability in satisfaction levels.

The histogram exhibits left skewness, consistent with descriptive statistics showing negative skewness, indicating that while most scores are on the higher end, a few low values pull the distribution slightly to the left. This skewness is important for effectiveness analysis, as it suggests that while there is some dissatisfaction, the majority of users rate the e-PR service highly. The relatively large standard deviation also suggests significant variation in satisfaction ratings, which may be due to differing user experiences related to factors such as ease of access, response times, and information accuracy.

In terms of the effectiveness of e-PR for public relations purposes at PT KAI, this histogram provides clear evidence that the e-PR service has been successful in achieving high satisfaction levels for most users. The high satisfaction scores indicate that PT KAI's digital communication strategy is meeting user expectations and needs. However, the presence of lower scores suggests areas for improvement, particularly in addressing the concerns of a small portion of dissatisfied users. Understanding the distribution of satisfaction allows PT KAI to target specific areas for enhancement, ensuring that all users have a positive experience with the e-PR service. While the overall results are positive, attention to the variability in satisfaction is essential for ongoing improvement of the service's effectiveness in supporting the company's PR objectives.

Feedback from the public about e-PR services at PT KAI

The data indicates that PT KAI has an effective system for managing user feedback, as reflected by the high levels of user satisfaction. A detailed analysis of the quantitative data from user questionnaires further highlights the success of this feedback management, with most users providing positive responses and minimal evidence of dissatisfaction.

To enhance their e-PR services, PT KAI can focus on user feedback to guide improvements. Key recommendations include increasing awareness and education on how to use e-PR services, developing new features to boost user interaction and engagement, and conducting regular monitoring and evaluations to address any remaining shortcomings. By implementing these

strategies, PT KAI can continue to meet or exceed user expectations and maintain high levels of satisfaction.

Figure 8. Descriptive statistics regarding Feedback from the Public about e-PR Services at PT. KAI

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness	
							Std. Error				Std. Error
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Error	Statistic	Statistic	Statistic	Error
VAR00001	105	39,0	21,0	60,0	5436,0	51,771	,7844	8,0375	64,601	-1,027	,236
Valid N (listwise)	105										

Figure 8 presents the descriptive statistics for the variable VAR00001, generated from SPSS analysis. The table shows a sample size (N) of 105, indicating that all data is valid with no missing entries. The range of values is 39.0, with a minimum value of 21.0 and a maximum value of 60.0, and the total sum of the variable values is 5436.0. The mean is 51.771 with a standard error of 0.7844. The data exhibits a standard deviation of 8.0375 and a variance of 64.601, while the skewness is -1.027 with a standard error of 0.236.

In the context of public feedback on PT KAI's e-PR service, this descriptive analysis provides a detailed view of user satisfaction. The mean score of 51.771 indicates that, on average, respondents rate the service quite highly. However, the wide range (39.0) and the standard deviation (8.0375) suggest significant variability in satisfaction levels. The minimum value of 21.0 and maximum value of 60.0 highlight that there are both very dissatisfied and very satisfied respondents. The negative skewness (-1.027) indicates that the distribution is skewed to the left, with more respondents giving satisfaction scores above the mean. This suggests that a majority of users are satisfied with PT KAI's e-PR service, despite the variation in individual ratings.

User Analysis Results by gender

Group Statistics

	perempuan	N	Mean	Std. Deviation	Std. Error Mean
Hasil	laki laki	54	51,556	7,3476	,9999
	Perempuan	51	52,000	8,7772	1,2291

Figure 9. Group Statistics by gender

The table indicates that the differences in public response to PT KAI's implementation of e-PR between men and women are neither substantial nor significant. This suggests that PT KAI maintains a policy of gender equality without exhibiting favoritism. To further support this observation, referencing studies and journals on gender treatment in public transportation would provide additional evidence, reinforcing the notion that gender does not significantly influence public response to PT KAI's e-PR services.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Hasil	Equal variances assumed	,593	,443	-,282	103	,042	-,4444	1,5764		-3,5708	2,6819
	Equal variances not assumed			-,281	97,709	,780	-,4444	1,5844		-3,5888	2,6999

Figure 10. Independent samples test by gender

The table reveals that Levene's Test for Equality of Variances produced a significance value (Sig.) of 0.443, which is greater than 0.05, indicating that the data variance between male and female passengers is homogeneous. Therefore, the T-Test results are based on the assumption of equal variances. However, the independent samples T-Test shows a significance value of 0.042, which is less than 0.05, suggesting that there are statistically significant differences in how male and female passengers respond to PT KAI's e-PR service implementation. This variation may stem from differing experiences or expectations between genders.

This analysis is critical for understanding public feedback on PT KAI's e-PR service. While the overall satisfaction rating is relatively high, the variation in responses indicates that some user segments may have differing experiences. PT KAI can use this information to further investigate the factors influencing satisfaction levels, particularly focusing on areas where users provided lower ratings to identify potential improvements.

The overall findings show that although most users provide positive feedback, there are notable variations in satisfaction levels. PT KAI can leverage these insights to develop more effective strategies for addressing complaints and improving aspects of the service that are less satisfactory to certain users. The descriptive statistical analysis, with a sample of 105 respondents (M = 51.771, SD = 8.0375), indicates a skewness of -1.027, demonstrating a slight negative skew. This suggests that, on average, the public response to PT KAI's e-PR service is relatively high, with some areas receiving higher satisfaction ratings.

The public response to the e-PR service is generally positive, PT KAI should focus on strengthening awareness, marketing, and promotion efforts to further enhance satisfaction and service effectiveness. This analysis provides valuable insights into user perceptions and highlights areas for improvement in future service initiatives.

CONCLUSIONS

The implementation of e-PR services by PT Kereta Api Indonesia (Persero) has generally received positive feedback from the public. A study involving 105 respondents revealed an average user satisfaction score of 51.771, with a standard deviation of 8.0375, indicating a high level of user satisfaction. The median score of 54.000 suggests that at least half of the respondents rated their satisfaction at this level or higher. A skewness value of -1.027 and a kurtosis of 1.005 suggest a slight leftward skew and a peak higher than normal distribution, indicating that most users provided high satisfaction ratings.

These findings demonstrate the effectiveness of the e-PR platform in enhancing user engagement and communication. Key aspects such as accessibility, accuracy of information, responsiveness of customer service, and system reliability were positively rated. The application of Human-Computer Interaction (HCI) principles in the platform's design significantly contributed to its usability and user satisfaction.

The broader implications suggest that successful implementation of a digital public relations platform like e-PR can substantially improve user engagement and satisfaction within the public service sector. The study offers valuable insights for PT KAI and other organizations seeking to optimize their digital communication strategies. It highlights the critical role of digital platforms in modernizing public services and addressing evolving user needs. Additionally, the research emphasizes the need for continuous evaluation and enhancement of digital services to maintain high levels of user satisfaction.

Moreover, this study contributes to the field of public relations and digital communications by providing empirical evidence on the effectiveness of e-PR platforms. It supports the view that digital transformation in public services can enhance service delivery and user experience. As a result, this research serves as a valuable reference for other public service organizations aiming to implement or improve their digital communication strategies.

SUGGESTIONS

Future research should prioritize long-term studies to evaluate the sustained impact of e-PR platforms on user satisfaction and engagement. It would be valuable to examine the specific factors influencing high and low satisfaction scores, enabling more precise recommendations for improving services. Furthermore, conducting comparative studies across various public service organizations could offer deeper insights into best practices and shared challenges in the implementation of digital PR platforms.

Additionally, exploring the integration of advanced technologies such as Artificial Intelligence (AI) and Machine Learning (ML) within e-PR platforms could provide critical insights for enhancing user experience and service delivery. Investigating the effectiveness of user feedback mechanisms and their role in driving service improvements will also enrich the understanding of the relationship between digital platforms and user satisfaction.

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