

ABSTRACT

ANALYSIS OF FACTORS AFFECTING USER ACCEPTANCE OF TRAIN MOBILE TICKETING SERVICES USING THE COMBINED THEORY OF PLANNED BEHAVIOR-TECHNOLOGY ACCEPTANCE MODEL (C-TPB-TAM) METHOD

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PT Kereta Api Indonesia (Persero) continuously innovates along with technological advances, including the development of applications to facilitate the purchase of train tickets, namely KAI Access, but in practice the level of use of the KAI Access Mobile application is lower than other ticket purchase Mobile applications and there are several application weaknesses with the most complaints related to the KAI Access application which continues to force to stop, often does not respond, problems at the time of payment to unclear error notifications so that it is not in accordance with PT KAI's goal to provide convenience and comfort in purchasing train tickets. The challenge faced by PT KAI is to improve the performance and usability of KAI Access so that it can function optimally in the long term and become a superior choice compared to external applications. As one of the steps to overcome the problems that exist in KAI Access, research is needed that aims to identify the factors that influence the acceptance of this application. This research uses the Combined Theory of Planned Behavior-Technology Acceptance Model (CTPB-TAM) model with a quantitative approach method and data analysis using SmartPLS. The results of this study indicate that three hypotheses have no significant effect, while seven hypotheses related to the use of KAI Access services are accepted with a positive and significant effect, including $PU \rightarrow ATT$ T-Statistic value of 8.750, $PEOU \rightarrow PU$ T-Statistic value of 15.925, $ATT \rightarrow BI$ T-Statistic value of 3.152, $SN \rightarrow BI$ T-Statistic value of 4.774, $PBC \rightarrow BI$ T-Statistic value of 2.939, $SN \rightarrow B$ T-Statistic value of 6.517, and $BI \rightarrow B$ T-Statistic value of 2.815. These findings can be used as suggestions for further system development and provide valuable recommendations for PT KAI in improving the services provided.

Keywords: *CTPB-TAM, KAI Access, Kereta Api Indonesia, Online Ticketing*