

ABSTRACT

Train is one of the public transportation in Indonesia. Indonesian Railways is managed by a State-Owned Enterprise in charge of the railway sector, PT Kereta Api Indonesia (Persero) which provides, manages and regulates railroad transportation services in Indonesia. Based on data taken from PT KAI's Company Profile document, the number of passengers from 2016 to 2018 is increasing every year. The number of train user enthusiasts, in September 2014, PT. KAI is opening a mobile -based online train ticket purchase service with the KAI Access application. As technology develops, Online Travel Agents such as; Traveloka dan Tiket.com also provide online train ticket purchase services. However, more and more Online Travel Agents provide online train Ticket Booking services, KAI Access is becoming unrivaled. Based on valuation data from the Play Store, KAI Access is at a level of 2.7 out of 5 on March 28, 2020 with a total of 119,756 downloaders. This research was conducted to analyze the factors that influence the acceptance and use of technology that focuses on consumers using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model. The analysis was carried out by comparing the calculation results of the KAI Access assessment with two selected applications namely Traveloka dan Tiket.com. Data collection is done by using a questionnaire that is distributed to application users to order train tickets online in Java. Questionnaire data were analyzed using Smart PLS software 3.3.2. The results of this study are in the form of documents that can be used as a reference for improving the KAI Access service application and as a reference for further research.

Keywords: KAI Access, Online Ticketing, Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2), Online Travel Agent.