ABSTRACT

PT. Kereta Api Indonesia (KAI) is a state-owned company that provides railroad transportation services in Indonesia. Thus, the passenger can obtained train ticket from several kind of channel. In order to fulfil the needs of millions passenger, PT. KAI has to innovate their business strategy in boosting up their train ticket sales. Following the technologies nowadays, the availability of ICT-based infrastructure is one of the most useful indicators to build up smart mobility Therefore, the company launched its official mobile application named KAI Access in 2016. This research conducted to analyze factors influencing the continuance intention of using KAI Access. The research framework used in this study is adapted from the Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) with System Quality as an extension variable.

The data was distributed through online Google from and gained 409 valid respondents who have been used the application at least three times and above 17 years old. All the data gathered had been fulfilled the requirement of validity and reliability. To test the hypothesis, this research used Structural Equation Modeling (SEM) with SmartPLS 3.0 as software tool. The result that there are four factors that significantly influence the continuance intention of using KAI Access namely Hedonic Motivation, Habit, System Quality and Performance Expectancy. In terms of moderating variable, Age and Gender are not moderating any factors that influence the Continuance Intention. The model can strongly predict the Continuance Intention of consumer towards KAI Access since the R^2 72%. This model can be used by the company to improve and develop customer continuance intention towards KAI Access by considerating those factor and its indicators.

This research has found that the most significant factor from Modified UTAUT 2 Model that influence the continuance intention of using KAI Access is Hedonic Motivation. It means that the company may improve the application by creating unique impression that will entertained the user to feel fun and satisfied to use KAI Access. For futher research is expected to do in longitudinal research and since the study has strong explanatory power which is 72%, the further study is expected to do research in the field of travel mobile application with different object.

Keyword: Continuance Intention, UTAUT, Travel, KAI Access