

ABSTRACT

PT. Kereta Api Indonesia (Persero) is a State-Owned Enterprise (BUMN) which is engaged in transportation services for the transportation of passengers and goods, negotiations and containers using Railways as a means. PT. Kereta Api Indonesia (Persero) tries to reduce queues at the station by launching the KAI Access application in 2014. KAI Access application presents the ease that has been expected by the people of Indonesia. With the improvement in service quality in the KAI Access application, it is expected to be able to improve the purchase of Railroad tickets through the KAI Access application.

The purpose of this research was to determine how consumers' perceptions of e-service quality, how purchasing decisions are, and how much influence e-service quality has on train ticket purchase decisions through the KAI Access application. This research is quantitative descriptive, data collected through a questionnaire method of 100 respondents obtained using the Bernoulli approach. This research uses Simple Linear Analysis.

The results of the research revealed the value of E-Service Quality was 79.46% in the good category, while the Purchase Decision value was 82.78% in the very good category. The influence of E-Service Quality on Purchasing Decisions is 30.7% influence and the remaining 69.3% is caused by other variables not included in this study. In this study also obtained a simple linear regression equation, $Y = 14.884 + 0.410X$, which means that if the E-Service Quality increases by 1, the Purchase Decision is 0.410.

Keywords: E-Service Quality, Purchase Decision, KAI Access Application.