

ABSTRACT

According to the data from Indonesia Internet Service Provider (APJII), the internet users in Indonesia has grew 34.9% from 2013 – 2014. In 2013, the amount of internet users in Indonesia was only 71.9 million users and it was grew to 88.1 milion. PT KAI has been transforming the way of doing business, which is using technology as a tool of electronic transactions train ticket sales. However, the growth is still smaller compared to the offline sales.

The purpose of this research is to determine the customer perception toward factors which influence e- ticketing adoption on behaviour intention at PT Kereta Api Indonesia ,and to determine the factors influencing e- ticketing adoption on website of PT KAI by PT KAI customer.

In this research, Technology Acceptance Model (TAM) was used as the theoretical foundation to examine the key determinants comprise convenience, security, perceived usefulness, perceived ease of use and perceived risk on behaviour intention towards adoption of e-ticketing at PT KAI. The primary data had been collected through 400 valid questionnaire surveys from target respondents who are porspective user in buying tickets on website of PT KAI that is kereta-api.co.id

The data analysis techniques Multiple Regression Analysis were used to test the hypotheses of the study. The results illustrated that perceived usefulness,perceived ease of use, security and convenience have a positive and a significant relationship with behaviour intention to buy tickets on website kereta- api.co.id While perceived risk were proven to have a negative and significant relationship with behaviour intention.

To reduce perceived risk, PT KAI could have a more strict and rigorous policy with the operation staff. PT KAI also needed to be thoroughly checked and controled to ensure that the operation staff are trustworthy.

Keywords : E-ticketing, Behaviour Intention, Adoption of E-tickets.