

ABSTRACT

The information communication technology has been developed very fast. It has been implemented in many area of business including in business transaction such as e-payment. One of the e-payment which has been developed is Kios Tiket Mandiri or KTM. KTM is a self-service electronic payment machine provided by PT Finnet Indonesia for train ticket sales service at several stations in Indonesia. In providing this KTM service, PT Finnet Indonesia has spent quite high investment, but adoption of KTM service by customers is still low. There fore, this study tries to identify and test the factors considered by train passengers during adopting KTM service. Identified factors can be used to motivate the customers and prospective customers to use the KTM once they need a train ticket.

This study uses a modified unified theory of acceptance and use of technology 2 (UTAUT2) model in which the independent variables are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Price Value, Habit and Trust, while Behavior Intention is intervening variable, and Behavior to Use is a dependent variable. The study also examines the variables of Age and Gender as moderating variables.

The main data were collected by using valid and reliable questionnaire distributed purposively in 3 train stations, namely station Bandung, Pasar Senen and Gambir Jakarta. This study was able to collect data from 400 valid respondents which were analyzed by using partial least square (PLS). This study found that Performance Expectancy was the most influential variable to Behavioral Intention with the path coefficient value of 0.48, second variable was Social Influence with the path coefficient value of 0.22, Effort expectancy with the path coefficient value of 0.14, Price Value with the path coefficient value of 0.13, Habit with the path coefficient value of 0.13, Facilitating Condition with the path coefficient value of 0.08, and Trust with the path coefficient value of 0.08.

Based on the findings, this study suggests PT. Finnet to make the customers and prospective customers find that KTM is useful by make them easy to get train ticket, does not let them queuing. Making the customers want to motivate people around them want to use KTM is another effort to do since Social Influence is the second biggest influential factor after Performance Expectancy

Keywords: KTM; Train Station; modified; UTAUT2, and Indonesia