

ABSTRACT

PT. Kereta Api Indonesia (KAI) – a state owned company – is the only company that have been given an authority by constitution to provide, manage and organize public service for railway transportation in Indonesia. The railway industry in Indonesia started during the colonial in 1864, and in 2015 KAI have served 326 million passengers (Central Bureau of Statistics, 2015) with an average improvement in the number of passengers 330.000 passengers annually (KAI Annual Report, 2015). One of the biggest challenge faced by KAI is the improvement of pre-trip, on the train, and after-trip service quality. The improvement of service quality in pre-trip passenger service is the development of Rail Ticketing System (RTS) by using a web-based information technology platform to enhance its reliability and flexibility. The *online*-web ticket reservation service has been launched since 2012 with 42 partner channels available on the internet. However - since its first launched in 2012 - the usage of *online*-web reservations have only 27,34% reservation compared to 67,02% ticket reservations from traditional channel/ticket counter at railway station. In order to increase the use of *online*-web ticket reservation service, finding factors that affect the behavior intention and the use behavior of *online*-web ticket reservation service user is needed.

Based on interviews with KAI, *online* ticketing service providers and from literature studies, factors that may affect consumer intentions to use the Ticket *Online*-Web (TOW) Service, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit and Perceived Risk, The research model used was a modified model of the Unified Theory of Acceptance and Use of Technology (UTAUT) 2 with such factors as the independent variables, Behavioral Intention and Use Behaviour as the dependent variable and Age and Gender as moderating variable.

To test the model used in this study, a questionnaire consisting of 38 items of question and distributed *online* to the users of the TOW Service in Indonesia and 715 respondent's data obtained with 682 respondent's data was valid and complete and can be used for further analysis. Data were analyzed using software SmartPLS2.0.

Data processing and analysis, showed that the independent variables Performance Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation and Perceived Risk has a significant positive influence on Behavioral Intention and Facilitating Condition, Habit and Behavioral Intention has a significant influence on the Use Behavior. The influence of moderating variables on the independent variables, showed that the Age moderate the influence of Effort Expectancy and Gender moderate the influence of Hedonic Motivation, Habit and Perceived Risk on Behavioural Intention. Gender moderate the influence of Facilitating Condition against Use Behaviour.

Based on the results of this study, to improve the use of the TOW Service, KAI is advisable to promote comfort, safety and benefits of buying tickets *online*, consider extending the deadline for ticket reservations can be made through the TOW Services, improve the standard of content and website security, and the reduction in number of channels TOW services that have a low level of usage.

Keywords : e-Ticketing; Adoption; UTAUT2; *Online* Buying