

ABSTRACT

The development of the business world in the era of globalization and internet users is developing more rapidly, increasing train users and business competition in land transportation modes. PT. Kereta Api Indonesia launches the KAI Access application aimed at making it easier for train users to get information and make train ticket reservations online wherever and whenever. This study attempts to test the level of satisfaction of kai access application users on the launch of the kai access application.

The purpose of this study was to determine the effect of ease, usefulness and trust on user satisfaction. The sampling technique used is nonprobability sampling with a purposive sampling approach. This research uses quantitative methods with multiple regression data analysis techniques and descriptive analysis techniques. Data collection in this study was carried out through the distribution of questionnaires with Google Form, as many as 400 respondents were processed using SPSS 23.0. From the variable ease, usefulness and trust, significantly influence the satisfaction of Kai Access application users. Whereas from the ease, usefulness and trust variables that are very influential with KAI Access application user satisfaction, it is trust because KAI Access users feel safe to transact with KAI Access applications and feel confident because KAI Access applications protect consumer personal data.

Keywords: KAI Access, Usability, Ease, Trust, User Satisfaction