

ABSTRACT

The development of technology and information systems has encouraged the emergence of business opportunities that utilize internet services. Internet services are felt to be more effective and efficient, especially in terms of saving time. One application that is often needed by the public is KAI Access. The Kai Access application is now more often used to purchase local train tickets in the Daop 8 region of Surabaya, and requires that use of application for local train ticket purchase transactions. Booking train tickets can be done anytime and anywhere without going through conventional counter so save time in purchasing local train tickets. The emergence of these problems, made researchers interested in conducting research on the Effect of KAI Access Mobile E-Commerce Application on the Purchase Decision of Local Train Tickets. This research was conducted using quantitative descriptive methods with the postpositivism paradigm. Incidental Sampling Technique, with 387 respondents. The data analysis technique in this study uses the SPSS 24 application. The results of this study indicate that there is a partially positive effect of M-Commerce (Flexibility, Internet, Save time, Increased Productivity, and Transparency) on purchasing decisions, there is a positive influence simultaneously M-Commerce (Flexibility, Internet, Save time, Increased Productivity, and Transparency) on purchasing decisions, and there is a correlation between Mobile Commerce on purchasing decisions.

Keywords: *E-Commerce, M-Commerce, KAI Access, Purrchase Decision*