

ABSTRACT

PT. Kereta Api Indonesia (Persero) is a State-Owned Enterprise (BUMN) which is engaged in transportation services for the transportation of passengers and goods, negotiations and containers using Railways as a means. PT. Kereta Api Indonesia (Persero) tries to reduce queues at the station by launching the KAI Access application in 2014. KAI Access application presents the ease that has been expected by the people of Indonesia.

The purpose of this research was to determine how consumers' perceptions of customer experience, how purchasing re-purchase intention are, and how much influence customer experience has on train ticket re-purchase intention through the KAI Access application. This research is quantitative descriptive, data collected through a questionnaire method of 100 respondents obtained using the Bernoulli approach. This research uses Simple Linear Analysis.

The results of the research revealed the value of Customer Experience was 76,95% in the passable category, while the re-purchase intention value was 57,52% in the not good category. The influence of customer experience on re-purchase intention is 64,4.% influence and the remaining 35,6% is caused by other variables not included in this study. In this study also obtained a simple linear regression equation, $Y = 4,985 + 0,585X$, which means that if the Customer Experience increases by 1, the Purchase Decision is 0,585.

Keywords : Customer Experience, Re-Purchase Interest, Application KAI Accses

