ABSTRACT

In the era of globalization, transportation is an important component for the continuation of human activities / activities. Transportation is needed to ensure the implementation of population and goods mobility. Regarding transportation, PT. Kereta Api Indonesia (Persero), especially in Daop 3 Cirebon has provided inter-city train travel services with a variety of choices of types of trains with each different class. This research was conducted to analyze the factors that influence the decision to purchase train tickets in the city of Cirebon.

This research is quantitative descriptive, data collected through a questionnaire method of 100 respondents obtained using the Slovin approach. In this study using the analysis model, namely factor analysis with the Confirmatory Factor Analysis (CFA) model, which is a factor analysis technique, where the factors are based on theories and concepts that have been known, understood or determined beforehand.

And the results obtained are formed 4 factors that influence consumers in the decision to purchase train tickets in the city of Cirebon, namely product or service factors, price suitability factors, product or service factors, psychological factors. The most dominant factor in the decision to purchase train tickets is the Product or Service Factor with a total eigenvalue of 5,624. While the lowest factor influencing the decision to purchase train tickets in the city of Cirebon is a psychological factor with a total eigenvalue of 1,092.

Keywords: purchasing decision, services at product / service factors, psychological factors, time factor of purchase. price suitability factors.