

ABSTRACT

Public transportation is an alternative means for people to move from one location to another. One means of public transportation that is widely used by the community is the train. PT. Kereta Api Persero is a state-owned company (BUMN) which is engaged in the railroad industry in Indonesia. In the current competition for transportation providers, PT. Kereta Api Persero must have the right strategy in offering its service products. Through the KAI Access application platform, PT. Kereta Api Persero responds to developments in the community by offering various discounted prices and attractive promotions. This study aims to determine the effect of price and promotion on online train ticket purchasing decisions on KAI Access.

The type of research carried out is quantitative research, the analysis technique and data we do is Multiple Linear Regression, with 401 respondents in a sample of the community who use the KAI Access application platform in ordering train tickets.

Based on the results of the questionnaires that have been distributed, the results of respondents' responses regarding the ticket price variable on the KAI Access application platform have a value of 77.77% or are included in the good category. Furthermore, for the promotion variable responses obtained a value of 77.46% or included in the good category. Then based on the results of the analysis of the dependent variable, the response to the decision to purchase train tickets on the KAI Access application platform has a value of 75.15% or is included in the good category. The results of this study indicate that there is a significant effect of price and promotion variables on purchasing decisions with t value of 8,675 and 12,855, respectively, with a significance level of 0.000. then obtained the simultaneous influence of price and promotion variables on purchasing decisions. In addition, Price and Promotion Variables are also able to explain variations in the increase / decrease in the purchase decision of a train ticket in the KAI Access application by 59.1%. While the remaining 40.9% is explained by other variables that are not included in this research model.

Keywords: KAI Access, Price, Promotion, Purchase Decision

