

ABSTRACT

The surge in mobility, especially post-pandemic, has led to a significant increase in demand for transportation services, one of which is trains. One of the factors for this increase is that the development of a digital ticket booking platform in the KAI Access app has contributed to this growth. The platform offers a range of features, from ticket booking to trip planning, that enhance the overall travel experience. However, while the number of users and the railway company's revenue have increased, there is still room for improvement in terms of service quality. Issues such as booking difficulties and system errors have been highlighted in user reviews. This study aims to investigate the relationship between the quality of e-services provided by KAI Access and users' intention to repurchase, with customer satisfaction as a mediating variable. This research is quantitative in nature by distributing questionnaires to respondents, the sample collection method is purposive sampling. The number of samples used was 274 consumers who use the KAI Access application. Data processing was applied using the Structural Equation Modeling (SEM) SmartPLS 3 method. The results of this study indicate that there is a positive and significant effect of the e-service quality variable on the customer satisfaction variable, there is a positive and significant effect of the e-service quality variable on the repurchase intention variable, the customer satisfaction variable has a positive and significant effect on the repurchase intention variable, and the e-service quality variable has a positive and significant effect on the repurchase intention variable through the customer satisfaction variable as mediation. Through the results of this study, it is hoped that it can contribute ideas that should be taken into consideration for the company PT Kereta Api Indonesia (Persero) to improve the performance of the KAI Access application regarding the effect of electronic service quality on repurchase intention through customer satisfaction as mediation.

Keywords: *Customer Satisfaction, Electronic Service Quality, Repurchase Intention*