

The Influence Of E-Service Quality And E-Trust On The Purchase Decision Of Train Tickets On The Access By KAI Application

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Abstract: *This study aims to know, analyze and explain the effect of e-service quality and e-trust on the decision to purchase train tickets at Access by KAI. This study uses a quantitative method with descriptive and verifiable analysis. The population in this study is unknown and uses a simple random sampling approach.. The sample in the study amounted to 150 respondents. This study uses SPSS analysis tools. The results of this study show that e-service quality has a partial effect of 0.386 or 38.6% on purchase decisions and e-trust has a partial effect of 0.617 or 61.7% on purchase decisions. Then, e-service quality and e-trust had a simultaneous influence on purchase decisions of 0.808 or 80.8%, and 19.2% influenced by other variables.*

INTRODUCTION

Technology has a great influence on aspects of life in society in the current era. Information technology is currently developing rapidly and has a great influence on human life such as artificial intelligence, autonomous mobile and the internet, and things about how to think and behave in particular (Yunaningsih et al., 2021). Technology has changed the format of business models, operations, and work that was initially from conventional to a digital format. E-commerce is very helpful in shopping, as well as digital payments play an important role when shopping through e-commerce. Transactions on digital payments can be made through the website or mobile application. The more the times develop, the more digital transactions with mobile applications. There are many mobile applications that can be used today. Entrepreneurs make mobile applications a means for their businesses so that people can easily make transactions (Tanaka et al., 2020). Examples of digital transactions with mobile applications are Dana, Shopee, BTN Mobile, Access by KAI, and so on.

PT Kereta Api Indonesia (Persero) officially released a mobile application, namely Access by KAI which is the main focus of buying train tickets that can be done online, besides that the Acces By KAI application provides a variety of services regarding train travel in Indonesia. Quoted from <https://katadata.co.id>, train ticket sales at Access by KAI in 2020 were quite low, only reaching 38.12%. This indicates that the decision to purchase train tickets in 2020 at Access by KAI is still relatively low. However, train ticket sales on Access by KAI from year to year, namely 2020, 2021, 2022 and 2023, are increasing, which in 2023 will reach 61.56%, so consumer purchase decisions on Access by KAI also increase.

Consumer purchasing decisions have a strategic impact on a company's success because it provides a solid foundation to adapt to market changes and in the long run achieve success

(Wardhana, 2024a). In purchasing decisions, e-trust is important. When purchasing products, there are many factors that encourage consumers to make purchasing decisions, one of which is trust (Sentosa et al., 2023). The concept of trust is an important element for long-term relationships with users, especially in maintaining the confidentiality of client information, as well as a commitment to always provide the best product/service (Barkah Barkah, 2021).

In addition, based on <https://mediakonsumen.com> there are many consumer complaints related to e-trust on the Access by KAI application. The most common complaints submitted were that KAI's CS in handling consumer complaints was unsatisfactory and there was no solution from KAI related to the problems faced by consumers. If left unchecked, it may affect Access by KAI's purchasing decision. This is in line with research (Tsani et al., 2023) that e-trust has a significant effect on Purchase Decisions.

Besides e-trust, e-service quality It is also important in the purchase decision. Quality of service or E-service quality determined from how the level of conformity between the services that have been provided and the expectations (Latoki et al., 2023). The complaints to Access by KAI related to E-Service Quality. The most common complaints are that the quality of service on the Access by KAI application often occurs errors and access to the system on the application is slow. If this is left unchecked, it will have an impact on the Decision to Purchase the Access by KAI application. This is in line with research (Durado et al., 2023) which shows that E-Service Quality has a significant effect on Purchase Decisions.

Based on the above background, the researcher is interested in researching by taking the title "The Influence of E-Service Quality and E-Trust on Train Ticket Purchase Decisions on the Access by KAI Application".

LITERATURE REVIEW

E-Service Quality

E-Service Quality according to (Wardhana, 2024b, p. 172) is a model designed to measure the quality of electronic services based on the user experience when interacting with an online-based service. Similarly, according to (Tjiptono, 2019) in the world of E-Commerce, Service Quality has transformed, namely into E-Service Quality.

E-Trust

Trust is a strength of the product with its heart (Kholik et al., 2020, p. 138). In line with (Fernández-Bonilla et al., 2022) explaining that E-Trust is a consumer's commitment to trust that the offeror will successfully fulfill your online agreement and understand successfully in accordance with the terms that have been set.

Purchase Decision

Purchasing decisions are a process of consumer decision-making in purchasing, which combines knowledge for the selection of products available from two or more other alternatives and is influenced by several factors, namely quality, price, promotion, location, convenience, service and others (Luhglatno et al., 2024, p. 105). Similarly, according to Kotler and Armstrong in (Kholik et al., 2020, p. 36). Purchase Decision is a decision-making process for purchases which is related to determining what to buy and not to buy from a product or service.

METHOD

In this study, descriptive is used, namely scale range analysis, and verifiable, namely multiple linear regression. Descriptive research studies the problems that exist in society, and the procedures that exist in society and certain situations, including the relationship between activities, attitudes, views, and ongoing processes as well as the influence of a phenomenon

(Samsu, 2017, p. 117). Verifiable research aims to find the truth or validity of a hypothesis or theory. The approach used in this study is a quantitative approach. The quantitative method is research data in the form of numbers and analysis using statistics (Sugiyono, 2017, p. 7).

The population in the study is unknown (infinite) and some are known (infinite). This study uses probability sampling with a simple random sampling approach. The sample in this study used the hair et.all formula, which is the total indicator multiplied by 5, so that the sample in this study was 150 respondents.

RESULT AND DISCUSSION

Result

Profile Respondents

The profile of the respondents in this study included gender, last education, occupation, age and whether the respondents had ever used & bought train tickets on Access by KAI. Respondent profiles include the following.

Tabel 1. Profile Respondents

No	Respondent's Statement	Criterion	Sum	Percentage
1	Gender	Man	85	56,7%
		Woman	65	43,3%
		Total	150	100%
2	Final Education	SD	0	0%
		JUNIOR	15	10%
		SMA	66	44%
		D3	6	4%
		S1	63	42%
		Total	150	100%
3	Work	Student/Student	65	43,3%
		Private Employees	49	32,7%
		PNS	7	4,7%
		Self employed	11	7,3%
		Other	18	12%
		Total	150	100%
4	Age	15-20	36	24%
		21-26	73	48,7%
		>26	41	27,3%
		Total	150	100%

Source: Data Processing Results, (2025)

Based on table 4.6, it is known that respondents based on male gender dominate as many as 85 people or 56.7%. In addition, respondents based on their last high school education dominated as many as 66 people or 44%. Respondents based on the type of work as a student/student dominated by 65 people or 43.3% and respondents based on the most age of 21-25 years were 73 people or 48.7%.

Validity Test

Tabel 2. Validity Test E-Service Quality

No	Indicators	rcalculation	rtable	Information
1	Ease of use of the app	0,684	0,160	Valid
2	Access speed	0,683	0,160	Valid
3	Accurate service quality/functioning	0,735	0,160	Valid

4	Consistent/unchanging quality of service	0,647	0,160	Valid
5	Availability of services to be accessed at any time	0,659	0,160	Valid
6	Timeliness in the services provided	0,675	0,160	Valid
7	Clear information can be easily understood	0,646	0,160	Valid
8	Protecting customers' personal data	0,684	0,160	Valid

Source : SPSS Data Processing Results, 2025

Based on table 4.1, there are 8 indicators in the e-service quality (X1) variable which has a calculation value of $> r_{table}$ 0.160, then it can be stated that the indicator is able to measure the e-service quality variable. This shows that the questionnaire data from the e-service quality variable is declared valid. Furthermore, the results of the e-trust variable questionnaire test are as follows.

Tabel 2. Validity Test E-Trust

No	Indicators	r _{calculation}	r _{table}	Information
1	Suitability of information	0,689	0,160	Valid
2	Product suitability	0,733	0,160	Valid
3	Reliability	0,708	0,160	Valid
4	Able to secure transactions	0,661	0,160	Valid
5	Loss compensation	0,616	0,160	Valid
6	Ability to serve transactions	0,781	0,160	Valid
7	Attention	0,761	0,160	Valid
8	Empathy	0,658	0,160	Valid
9	Acceptability	0,713	0,160	Valid
10	Belief	0,634	0,160	Valid

Source : SPSS Data Processing Results, 2025

Based on table 4.2, there are 10 indicators in the e-trust variable (X2) which have a calculation value of $> r_{table}$ 0.160, so that the indicator is declared to be able to measure the e-trust variable. This shows that the questionnaire data from the e-trust variable is declared valid. The following are the results of the Purchase Decision variable questionnaire test.

Tabel 4. Purchase Decision

No	Indicators	r _{calculation}	R _{table}	Information
1	Necessity	0,658	0,160	Valid
2	Diverse Variants	0,677	0,160	Valid
3	Superior	0,693	0,160	Valid
4	Brand Popularity	0,713	0,160	Valid
5	Habits Towards A Brand	0,745	0,160	Valid
6	Adanya Promo	0,439	0,160	Valid
7	Get Assurance	0,516	0,160	Valid
8	Product Availability	0,568	0,160	Valid
9	Time of Purchase	0,587	0,160	Valid
10	Purchase Time Behavior	0,749	0,160	Valid
11	Ease of Payment	0,715	0,160	Valid
12	Multiple payment methods	0,659	0,160	Valid

Source : SPSS Data Processing Results, 2025

Based on table 4.3, the results of the validity test of the purchase decision variable (Y) with 10 indicators, which have a calculation value of $> r_{table}$ 0.160, the indicator is able to measure the purchase decision variable. This shows that the questionnaire data on the purchase decision variable is declared valid.

Reliability Test**Tabel 5. Reability Teset**

Yes	Variable	Cronboach's Alpha	criterion	Information
1	<i>E-Service Quality (X1)</i>	0,830	0,6	Reliable
2	<i>E-Trust (X2)</i>	0,879	0,6	Reliable
3	Purchase Decision (Y)	0,865	0,6	Reliable

Source : SPSS Data Processing Results, 2025

Normality Test**Tabel 6. Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,58866983
Most Extreme Differences	Absolute	,061
	Positive	,061
	Negative	-,049
Test Statistic		,061
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : SPSS Data Processing Results, 2025

Based on table 6, the results of the normality test using Kolmogorov-Smirnov with an Asymp value were obtained. Sig. of $0.200 > 0.05$. This shows that the data in this study is distributed normally.

Multiple Linear Regression Analysis**T Test (Partial)****Tabel 7. T Test (Partial)**

Coefficient					
Type		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	7,256	1,754		4,137
	X1	,496	,057	,386	8,679
	X2	,643	,046	,617	13,869
a. Dependent Variable: Y					

Source : SPSS Data Processing Results 26, 2025

For the partial influence of e-service quality variables on purchase decisions with a significant level (α) = 5%. Degree of freedom (df) = $n-k = 150-3 = 147$, then $t_{table} = 1.976$ is obtained. Based on table 4.41, it is shown that the e-service quality variable obtained a sig value. $(0.00) < \alpha (0.05)$ and count $8,679 > t_{table} (1.976)$ so that H_0 is subtracted and H_1 is accepted. Thus, it can be concluded that there is a partial influence of e-service quality on purchase decisions.

For the partial influence of the e-trust variable on the purchase decision (Y) with a significant level (α) = 5%. Degree of freedom (df) = $n-k = 150-3 = 147$, then $t_{table} = 1.976$ is obtained. Based on table 4.41, it is shown that the e-trust variable obtains a sig value. $(0.00) < \alpha (0.05)$ and count $13,869 > t_{table} (1,976)$ so that H_0 is subtracted and H_1 is accepted. Thus, it can

be concluded that there is a partial influence of e-trust on purchase decisions.

F Test (Simultaneous)

Tabel 8. F Test (Simultaneous)

ANOVA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4213,893	2	2106,946	310,192	,000b
	Residual	998,481	147	6,792		
	Total	5212,373	149			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source : SPSS Data Processing Results 26, 2025

The influence of e-service quality and e-trust variables simultaneously affects purchase decisions with a significant level (α) = 5%. Degree of freedom, $df(n1) = k-1 = 3-1 = 2$ and $df(n2) = n-k = 150-3 = 147$, then obtained $f_{table} = 3.06$.

Based on table 4.42, the e-trust variable obtained the result of the value of sig. $(0.00) < \alpha$ (0.05) and $F_{cal} 310.192 > table (3.06)$ then H_0 is rejected and H_1 is accepted. So it can be concluded that there is a simultaneous influence of e-service quality and e-trust on purchase decisions.

Coefficient of Determination (R2)

Tabel 9. Coefficient of Determination (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,899a	,808	,806	2,606
a. Predictors: (Constant), X2, X1				

Source : SPSS Data Processing Results 26, 2025

Based on table 4.43, the result of the determination coefficient (R^2) is 0.808 or 80.8%. This shows that the e-service quality (X_1) and e-trust (X_2) variables have a contribution to the purchase decision (Y) by 80.8%. While the remaining 19.2% is a contribution from other variables that were not studied in this study.

Discussion

1. Partial Influence of E-Service Quality (X_1) on Purchase Decisions (Y)

The partial effect of variable e-service quality (X_1) on Purchase Decision (Y) was 0.386 or 38.6%. So it can be concluded that the e-service quality variable (X_1) positively affects the purchase decision variable (Y). In line with the statement (Setiawan & Ali, 2025) that when e-service quality is effective and efficient from the customer's point of view, customers can make purchasing decisions. This is in line with research (Putri & Sumiati, 2025) that e-service quality has a significant positive effect on purchase decisions.

2. Partial Influence of E-Trust (X_2) on Purchase Decision (Y)

The partial influence of e-trust (X_1) on the purchase decision (Y) has a value of 0.617 or 61.7%. It can be concluded that e-trust (X_1) has a positive effect on purchasing decisions (Y). In line with the statement (Rahayu et al., 2024) that the role of e-trust in a business is so important, because when both parties have e-trust, a purchase decision can occur. This is in line with research (Rosida et al., 2022) that e-trust has a significant positive effect on purchasing decisions.

3. The Simultaneous Influence of E-Service Quality (X_1) and E-Trust (X_2) on Purchase Decisions (Y)

The simultaneous influence of e-service quality (X_1) and e-trust (X_2) variables on purchasing decisions (Y) was 0.808 or 80.8%. So it can be concluded that e-service quality (X_1)

and e-trust (X2) have a positive effect simultaneously and have a contribution of 80.8% to the purchase decision (Y), so the remaining 19.2% is influenced by other variables that were not studied in this study. In line with the statement (Adiguna & Samboro, 2024) that if customers feel satisfied with a service and have confidence in it, they will have a positive attitude and the possibility of making greater purchases. This is in line with research (Aldinda & Evelina, 2023) that e-service quality and e-trust simultaneously have a positive and significant effect on purchasing decisions.

CONCLUSION

Conclusion

Based on the research that has been conducted on "The Influence of E-Service Quality and E-Trust on the Decision to Buy Train Tickets on the Access by KAI Application", the following conclusions were obtained.

1. E-service quality on the Access by KAI application is in the agree criteria. The highest scoring indicator is an indicator of information that is clear and easily understandable. The indicator with the lowest score is the indicator of service quality indicators that are accurate/well-functioning.
2. E-trust in the Access by KAI application is in the agree category. The indicator with the highest score is the indicator of information suitability. The indicator with the lowest score is the loss compensation indicator.
3. The purchase decision on the Access by KAI application is in the category of very agreed. The indicator with the highest score is the purchase time indicator. The indicator with the lowest score is the indicator of a promo.
4. There is a partial influence of e-service quality on purchase decisions. Based on the results of the study, it shows that there is a partial influence of e-trust on purchase decisions.
5. There is a simultaneous influence of e-service quality and e-trust variables on purchase decisions.

Suggestion

For Companies

Based on the research that has been conducted, here are the suggestions from the researcher to the company.

1. The indicator with the lowest score on e-service quality is the quality of service accurate/functioning well. Therefore, it is recommended that PT KAI always ensure that the Access by KAI application works properly on various devices and in various situations by checking Access by KAI regularly on several types of devices such as mobile phones, ipads, laptops, and other devices and also regular checks in various certain situations such as in the morning, afternoon or night.
2. The indicator with the lowest score on the e-trust variable is loss compensation. Therefore, it is hoped that PT KAI will compensate for losses in a timely manner. In addition, it is hoped that PT KAI can provide various compensation such as full reimbursement, shopping vouchers/discounts, or getting train tickets on other schedules. Then it is hoped that PT KAI will not delay in providing compensation for losses, and do not judge, always maintain communication with the vendor in order to increase customer e-trust.
3. The indicator with the lowest score on the purchase decision variable is the presence of a promo. Therefore, it is recommended that PT KAI provide more promos such as discount vouchers for purchases using the Access by KAI application. So, purchasing decisions on

Accesss By KAI can be further improved.

For the Next Researcher

1. For future researchers who conduct similar research, it is hoped that they can add other variables such as ease of use, electronic word-of-mouth, price, and others. It is also expected to choose a wider locus and use different sample counts, so as to get good results.
2. For researchers, it is expected to use different methods, models or research analysis tools so that they can produce research from different perspectives.

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