

## ABSTRAK

Perkembangan penggunaan internet terus terjadi hingga saat ini. Internet sekarang ini tidak hanya di gunakan untuk berkomunikasi dan bertukar informasi, melainkan internet sekarang ini juga digunakan sebagai media untuk berbelanja *Online*. Penelitian ini bertujuan untuk menganalisis pengaruh harga, keamanan, kemudahan terhadap keputusan pembelian tiket kereta melalui aplikasi *KAI Access*. Jenis penelitian ini adalah penelitian kuantitatif. Populasi yang digunakan dalam penelitian ini yaitu konsumen yang pernah melakukan transaksi pembelian tiket kereta melalui aplikasi *KAI Access*. Sumber data yang digunakan adalah data primer, teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Teknik analisis data menggunakan analisis regresi linear berganda dengan menggunakan alat bantu *spss (Statistical Product and Service Solution)*. Hasil uji hipotesis menyebutkan: 1) harga berpengaruh positif dan signifikan terhadap keputusan pembelian tiket kereta melalui *KAI Access*; 2) keamanan berpengaruh positif dan signifikan terhadap keputusan pembelian tiket kereta melalui *KAI Access*; 3) kemudahan berpengaruh positif dan signifikan terhadap keputusan pembelian melalui *KAI Access*.

Kata Kunci : Harga, Keamanan, Kemudahan, Keputusan Pembelian



## ABSTRAC

The number of people who use the internet has grown rapidly until now. It happens as the function of the internet is not only a means of communication and tool for information chance but also is used to shop online. Therefore, this research aimed to analyze the effect of price, safety, and ease on consumers' buying decisions of train tickets through KAI Access. The research was quantitative. Furthermore, the population was consumers who had ever bought tickets through KAI Access. The data were primary with purposive sampling as a data collection technique. In line with that, there were 100 respondents in the sample. Moreover, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution). The hypothesis test result concluded that 1) price had a positive and significant effect on consumers' buying decisions of train tickets through KAI Access; 2) safety had a positive and significant effect on consumers' buying decisions of train tickets through KAI Access, and 3) ease had a positive and significant effect on consumers' buying decisions of train tickets through KAI Access.

Keywords: Price, Safety, Ease, Buying Decisions.



