

Analisis-faktor faktor yang mempengaruhi intensi konsumen dalam membeli tiket kereta api online = Analysis of factors affecting customer intention to buy online train tickets

Tri Ramadhan, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20386671&lokasi=lokal>

Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi intensi konsumen dalam membeli tiket kereta api melalui media online. Faktor-faktor yang diteliti meliputi: Perceived Usefulness, Perceived Easy of Use, Web Interface, dan Security. Penelitian ini dilakukan dengan metode survei, yaitu dengan menyebarkan kuesioner kepada responden yang dipilih berdasarkan purposive judgement sampling. Hasil yang didapat dari survei tersebut sebanyak 107 responden di Jakarta dan sekitarnya dengan data yang valid dan cukup reliabel untuk dianalisis. Model analisis yang digunakan untuk menguji hipotesa menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa Perceived Easy of Use, Web Interface, dan Security memiliki pengaruh yang signifikan terhadap Behavioural Intention (intensi) konsumen untuk membeli tiket kereta api secara online. Sedangkan, faktor Perceived Usefulness tidak memiliki pengaruh yang signifikan bagi Behavioural Intention konsumen untuk menggunakan jasa moda transportasi kereta api dengan cara pembelian online ticketing.

ABSTRACT

This study aims to analyze the factors that influence consumer intentions to buy a train ticket through the online media. Factors examined included: Perceived Usefulness, Perceived Easy of Use, Web Interface, and Security. The research was conducted by field survey, by distributing questionnaires to the respondents who were selected based on purposive judgment sampling. The results of the survey were 107 respondents in Jakarta and surrounding areas with the data valid and reliable enough to be analyzed. The analysis model used to test the hypotheses using multiple regression analysis. The results of this study indicate that Perceived Easy of Use, Web Interface, and Security has a significant influence on Behavioural Intention of consumers to buy train tickets with online media. Meanwhile, Perceived Usefulness factor has no significant influence Behavioural Intention for consumers to use the services of railway transportation by way of purchasing online ticketing.;

This study aims to analyze the factors that influence consumer intentions to buy a train ticket through the online media. Factors examined included: Perceived Usefulness, Perceived Easy of Use, Web Interface, and Security. The research was conducted by field survey, by distributing questionnaires to the respondents who were selected based on purposive judgment sampling. The results of the survey were 107 respondents in

Jakarta and surrounding areas with the data valid and reliable enough to be analyzed. The analysis model used to test the hypotheses using multiple regression analysis. The results of this study indicate that Perceived Easy of Use, Web Interface, and Security has a significant influence on Behavioural Intention of consumers to buy train tickets with online media. Meanwhile, Perceived Usefulness factor has no significant influence Behavioural Intention for consumers to use the services of railway transportation by way of purchasing online ticketing.;This study aims to analyze the factors that influence consumer intentions to buy a train

ticket through the online media. Factors examined included: Perceived Usefulness, Perceived Easy of Use, Web Interface, and Security. The research was conducted by field survey, by distributing questionnaires to the respondents who were selected based on purposive judgment sampling. The results of the survey were 107 respondents in Jakarta and surrounding areas with the data valid and reliable enough to be analyzed. The analysis model used to test the hypotheses using multiple regression analysis. The results of this study indicate that Perceived Easy of Use, Web Interface, and Security has a significant influence on Behavioural Intention of consumers to buy train tickets with online media. Meanwhile, Perceived Usefulness factor has no significant influence Behavioural Intention for consumers to use the services of railway transportation by way of purchasing online ticketing., This study aims to analyze the factors that influence consumer intentions to buy a train

ticket through the online media. Factors examined included: Perceived Usefulness, Perceived Easy of Use, Web Interface, and Security. The research was conducted by field survey, by distributing questionnaires to the respondents who were selected based on purposive judgment sampling. The results of the survey were 107 respondents in Jakarta and surrounding areas with the data valid and reliable enough to be analyzed. The analysis model used to test the hypotheses using multiple regression analysis. The results of this study indicate that Perceived Easy of Use, Web Interface, and Security has a significant influence on Behavioural Intention of consumers to buy train tickets with online media. Meanwhile, Perceived Usefulness factor has no significant influence Behavioural Intention for consumers to use the services of railway transportation by way of purchasing online ticketing.]