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The influence of customer experience, ease of use, trust, and customer satisfaction on repurchase intention of train tickets through the access by KAI application in Purwokerto City

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ABSTRACT

This study aims to identify and analyze the influence of customer experience, ease of use, trust, and customer satisfaction on the repurchase intention of train tickets through the Access by KAI application in Purwokerto City. The population in this study is customers who purchased train tickets through Access by KAI in Purwokerto City, whose number is not known for certain. The sampling method used in this study is non-probability sampling with an accidental sampling technique. The minimum required sample size, according to Cochran's formula, is 97, and this study collected 100 respondents. Data analysis was conducted using multiple linear regression with IBM SPSS Statistics 22 software. The results of this study demonstrate that customer experience, ease of use, trust, and customer satisfaction significantly influence the repurchase intention of train tickets using the Access by KAI application in Purwokerto City.

Keywords: customer experience; ease of use; trust; customer satisfaction; repurchase intention

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1. INTRODUCTION

In recent years, the digital transformation of Indonesia's railway transportation sector has been rapid, including in areas such as Central Java and East Java (including Purwokerto). One concrete example of this transformation is the increasing dominance of the digital app, Access by KAI, as the primary channel for train ticket bookings. This app records millions of transactions annually across Indonesia, demonstrating that people prefer digital services over conventional ticket purchases at station counters.

In the digital 4.0 era, technology and information development continue to grow rapidly (Aziezy et al., 2025). Technological advancements play a key role in global economic development, with many countries relying on the technology industry as the primary engine of economic growth (Aziezy et al., 2024). One of the advancements in Indonesia's digital economy is known as "e-commerce," or electronic commerce. E-commerce has also been applied to the ticket booking service sector. Various types of online ticket booking transaction platforms are available through applications, making it easy for users to book tickets in advance via mobile devices. Amidst intense competition in the business world, companies in Indonesia continue to strive to provide positive experiences, build trust, and satisfy customers to encourage repeated purchases. The transportation industry continuously strives to improve the quality of its services amidst intense competition in the business world (Aziezy et al., 2024).

The importance of mobile-based applications in facilitating processes, such as purchasing transportation tickets, is increasing. The e-commerce industry has experienced substantial growth, a trend accelerated by the COVID-19 global health crisis. This situation has forced consumers to rely on digital platforms to meet their essential needs. Specifically, the online ticketing application, Access by KAI, has been widely adopted by the public for train ticket purchases.

According to Rizka (2024) and Agung et al. (2021), several important factors can influence repurchase intention, including customer experience, ease of use, trust, and customer satisfaction. Repurchase intention is the intention to repurchase a product or service that a consumer has previously experienced. Repurchase intention refers to a consumer's tendency or desire to repurchase a particular product or service. This is based on previous positive experiences. Similarly, Ayaumi (2021) defines repurchase intention as the process of repeating a purchase made by a consumer as a result of the experience and satisfaction felt after a previous transaction.

Cahyani et al. (2019) define customer experience as the perceptions and responses that arise after a consumer consumes or uses a product or service. Several previous studies have examined the relationship between customer experience and repurchase intention, including research by Angeline (2023) and Sewakottama (2024), which demonstrated that customer experience positively and significantly affects repurchase intention. In addition to customer experience, ease of use influences repurchase intentions.

According to Verina (2022), ease of use is broadly defined as encompassing ease of website access and search. Several previous studies have examined ease of use and repurchase intention, including those by Azhari (2022), which demonstrated that ease of use has a positive and significant effect on repurchase intention. In addition to ease of use, trust influences repurchase intentions.

According to Prabowo (2018), trust is a consumer's belief that a brand will consistently meet their expectations. Several previous studies have examined the effect of trust on repurchase intention, including Febriani (2021), supported by research conducted by Insyra (2022), which stated that trust has a positive and significant effect on repurchase intention.

Customer satisfaction is another factor influencing repurchase intention. According to Dewi et al. (2020), customer satisfaction is defined as a customer's response to having their needs met. Several previous studies have examined the relationship between customer satisfaction and repurchase intention, including Rizka (2024), supported by research conducted by Veronika (2025), who found that customer satisfaction has a positive and significant effect on repurchase intention. If the service provided matches customer expectations, customer satisfaction will be high, leading to a desire to repurchase in the long term.

To meet demand and increase passenger numbers annually, PT Kereta Api Indonesia (KAI) released a mobile application called KAI Access in 2014. The KAI Access application was created to

facilitate customer ticket purchases, check departure schedules and seat availability, schedule changes, promotions, and other features of the KAI service. In August 2023, PT Kereta Api Indonesia (Persero) held a grand launch of the application, updating its appearance, features, and name. KAI Access underwent rebranding and is now known as Access by KAI. This update features a simplified application design. People of all age groups are increasingly relying on apps for train tickets because of their ease, speed, and convenience.

Purwokerto, a major city in Indonesia, has a significant number of train users. Many people use the Access by KAI app to purchase train tickets. In today's digital era, ease of access to public services is increasing, including in terms of booking transportation tickets. One example is the use of online train ticket booking sites, which are now the primary choice for people in various cities, including Purwokerto. The high level of usage of online train ticket booking sites can be an important indicator in providing an overview of the tendency of repurchase intention. The more frequently a site is used, the greater the likelihood that users are satisfied with the service provided, which in turn increases their intention to make a repeat purchase. The Google Trends data below produces the percentage of usage of these sites, providing insight into the popularity of each platform, which is closely related to the level of user loyalty and preference for that service (Table 1)

Table 1. Percentage of Online Train Ticket Booking Website Usage in Purwokerto City (January 2020 – December 2024)

Website	2020	2021	2022	2023	2024
Access by KAI	18%	43%	42%	44%	65%
Tiket.com	6%	7%	9%	9%	12%
Agoda	2%	2%	3%	2%	23%

Source: Google Trends, 2024

Based on Google Trends data from January 2020 to December 2024, the table above shows an overall increase in the use of online ticket booking applications over the last five years. Access by KAI recorded an 18% share in 2020, rising to 43% in 2021, slightly decreasing to 42% in 2022, increasing to 44% in 2023, and then rising sharply to 65% in 2024. Meanwhile, Tiket.com and Agoda showed fluctuating growth across the years, as the majority of users increasingly relied on Access by KAI.

These patterns indicate a shift in Indonesian lifestyles toward a more digital society. People increasingly prioritize contactless transactions, convenience, and time efficiency – especially for public transportation services such as trains, which are frequently used for business trips, homecoming travel, and other social activities. This research is supported by the observable phenomenon of massive digital transformation in train ticket booking through the Access by KAI application, changes in consumer behavior toward digital services, and the need to understand psychological and technological factors that influence user loyalty. The sharp increase in digital transaction trends, alongside ongoing challenges in user experience, makes topics such as customer experience, ease of use, trust, and customer satisfaction highly relevant both academically and practically, particularly in the context of cities like Purwokerto.

2. LITERATURE REVIEW

2.1. Repurchase Intention

According to Kotler and Keller (2018), repurchase intention is the process by which a customer intentionally returns to purchase from a particular company. According to Larasetiati (2019), repurchase intention is a customer's desire to repurchase a product or service based on previous experiences. According to Ayaumi (2021), repurchase intention is a repeated desire or action based on a positive experience or satisfaction a consumer has experienced after a previous transaction.

2.2. Customer Experience

According to [Hamilton \(2016\)](#), customer experience is a customer's holistic perception, encompassing rational, physical, emotional, subconscious, and psychological interactions with an organization. According to [Cahyani et al. \(2019\)](#), customer experience refers to the perceptions and responses that arise after consuming a product or service. These experiences—whether positive or negative—can influence a consumer's interest in repeat purchases. According to [Aditya \(2022\)](#), customer experience is the cumulative result of all interactions a consumer experiences when using a particular product or service.

2.3. Ease Of Use

According to [Wijaya et al. \(2024\)](#), ease of use is defined as how easy a system is to use without causing confusion. According to [Verina \(2022\)](#), ease of use narrows its focus to aspects of web accessibility and product search efficiency for customers. [Ashghar \(2020\)](#) emphasizes that ease of use encompasses the entire technology usage cycle, from installation to the system's operation.

2.4. Trust

According to [Donni \(2017\)](#), trust can be understood as the expectation that promises will be fulfilled. According to [Syam et al. \(2024\)](#), trust plays a significant role in encouraging consumers to make repeat purchases. According to [Prabowo \(2018\)](#), trust is consumer confidence in a company's or product's ability to consistently meet their needs.

2.5. Customer Satisfaction

According to [Tjiptono \(2017\)](#), customer satisfaction is defined as the customer's emotional response resulting from comparing perceived performance with initial expectations. [Ailudin \(2019\)](#) states that satisfied customers tend to use a product continuously. According to [Dewi et al. \(2020\)](#), customer satisfaction is considered a form of post-consumption assessment given after customers' desires are fulfilled.

3. METHODOLOGY

3.1. Type of Research

This study uses a quantitative approach. Data collection methods include questionnaires and literature studies

3.2. Population and Sample

The sample in this study consisted of 100 respondents/users of the Access by KAI application in the city of Purwokerto. The sampling method used was non-probability sampling with an accidental sampling technique.

3.3. Type of Data

The type of data used is primary data, namely data obtained directly from respondents' answers. Primary data collection in this study was carried out by distributing questionnaires directly to users of the Access by KAI application in Purwokerto City.

3.4. Data Sources

This study used primary data. Primary data were collected from respondents' answers through research questionnaires.

3.5. Data Collection Technique

The data collection method used was a questionnaire. A questionnaire is a data collection method that involves providing a set of written questions or statements to respondents. The questionnaire provided five (5) answer options, and respondents' scores referred to a Likert scale:

1 = Strongly Disagree (SD)

2 = Disagree (D)

3 = Moderately Agree (MA)

4 = Agree (A)

5 = Strongly Agree (SA)

3.6. Data Analysis Method

This study used descriptive statistics and hypothesis testing. Hypothesis testing was conducted using multiple linear regression analysis because this study had more than one independent variable. Multiple linear regression was used to determine whether the independent variables influenced the dependent variable.

4. RESULT AND DISCUSSION

4.1. The Influence of Customer Experience on Repurchase Intention

The research that has been conducted shows that this study accepts the first hypothesis which states that customer experience has a positive and significant effect on repurchase intention in Access by KAI application users in Purwokerto city. This research is also in line with the theory of ECT (expectation confirmation theory), which explains that behavior that arises from the process of confirming expectations and levels of satisfaction, where the higher the level of confirmation and satisfaction felt by consumers, the greater the possibility of consumers to make repeat purchases in the future. Customer experience has an important role because the experience experienced by consumers during interaction with a product or service becomes the basis for forming perceptions of actual performance. This is because the Access by KAI application has developed easy service features and provides convenience so that application users can carry out activities such as booking tickets, changing schedules, and checking travel information easily and without any obstacles.

4.2. The Influence of Ease of Use on Repurchase Intention

The research that has been conducted shows that this study accepts the second hypothesis which states that ease of use has a positive and significant effect on repurchase intention among Access by KAI application users in Purwokerto city. This research is also in line with the theory of ECT (expectation confirmation theory), which explains that behavior arises from the process of confirming expectations and levels of satisfaction, where the higher the level of confirmation and satisfaction felt by consumers, the greater the likelihood of consumers to make repeat purchases in the future. When users feel that the application they use is easy, quick to understand and does not cause obstacles in the transaction process, their perception of actual performance will tend to be positive. This is because the Access by KAI application is available on major digital distribution platforms such as the Google Play Store and App Store, so users can download the application with just one search.

4.3. The Influence of Trust on Repurchase Intention

The research conducted shows that this study accepts the third hypothesis which states that trust has a positive and significant effect on repurchase intention among Access by KAI application users in Purwokerto city. This research is also in line with the ECT (expectation confirmation theory) theory which explains that behavior arises from the process of confirming expectations and levels of satisfaction, where the higher the level of confirmation and satisfaction felt by consumers, the greater the likelihood of consumers to make repeat purchases in the future. Trust has an important role that plays a role as a result of the consumer evaluation process of the match between expectations and actual performance of a

service. This is because the Access by KAI application has implemented a strategy to strengthen the company's identity and reputation, as seen from KAI's consistency in maintaining service quality, professionalism, and credibility that has long been built as a national public transportation service provider. A strong brand image is reflected in the use of the official logo, professional application appearance, and harmony between digital services and operational services in the field, thus fostering a sense of security and user confidence when making transactions that can encourage repeat use.

4.4. The Influence of Customer Satisfaction on Repurchase Intention

The research that has been conducted shows that this study accepts the fourth hypothesis which states that customer satisfaction has a positive and significant effect on repurchase intention in Access by KAI application users in Purwokerto city. positive and significant effect on repurchase intention. This research is also in line with the ECT (expectation confirmation theory) theory which explains that behavior arises from the process of confirming expectations and levels of satisfaction, where the higher the level of confirmation and satisfaction felt by consumers, the greater the likelihood of consumers to make repeat purchases in the future. Customer satisfaction is formed through an evaluation process where consumers compare initial expectations with the actual performance they feel after using a product or service. In this case, the Access by KAI application based on positive experiences felt by users, transaction speed, and reliable service will increase satisfaction, and this satisfaction will encourage consumers to make repurchase intentions. This is because the Access by KAI application has developed supporting features such as schedule notifications, complete and transparent information also increases user convenience. Ease of access and responsiveness of the application also play an important role in creating a sense of comfort, because users feel helped and do not experience obstacles when making transactions, this encourages positive behavior such as the intention to use the application again.

5. CONCLUSION

Based on the research results and discussion above, it can be concluded that customer experience has a positive and significant influence on the repurchase intention of users of the Access by KAI application in the city of Purwokerto. To be able to encourage repurchase intention through customer experience, the Access by KAI application can improve personalization, visual appearance, comfort, application reliability and facilitate experience sharing features so that it can be an attraction for repurchase intention of train tickets using the Access by KAI application. Ease of use has a positive and significant effect on repurchase intention of Access by KAI app users in Purwokerto. To encourage repurchase intention through ease of use, the Access by KAI app should provide interactive tutorials, optimize application speed, present simulations and easy-to-understand visual guides, so as to provide comfort to users to repurchase train tickets through the Access by KAI app. Trust has a positive and significant effect on the repurchase intention of Access by KAI application users in Purwokerto city. To encourage repurchase intention through trust, the Access by KAI application must provide transparency of data and seller identity, a clear and credible rating system, emphasize transaction security, professional seller responses, educate users to provide honest and objective reviews, so as to increase user trust in repurchasing train tickets through the Access by KAI application. Customer satisfaction has a positive and significant effect on repurchase intention of Access by KAI application users in Purwokerto city. To encourage repurchase intention through customer satisfaction, the Access by KAI application should be able to collect and follow up on user feedback regularly, improve application stability and information clarity so that users feel satisfied because their expectations are met and can increase repurchase intention by using the Access by KAI application.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Author's Contributions

T contributed to the research conceptualization, questionnaire design, data collection, data analysis using SPSS, and drafting of the manuscript. AA contributed to the development of the theoretical framework, variable formulation, and interpretation of statistical results. EA contributed to methodological guidance, critical review of the analysis, and final revision of the manuscript.

Disclosure Statement

The Authors declare that they have no conflict of interest

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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Notes on Contributors

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