

RINGKASAN

Sektor transportasi memiliki peran strategis dalam mendukung pertumbuhan ekonomi dan mobilitas masyarakat, khususnya pada masa pemulihan pasca-pandemi. Di Indonesia, sektor transportasi mencatat pertumbuhan sebesar 8,64% dan menjadi penopang utama aktivitas sosial dan distribusi logistik. Perkembangan teknologi digital yang didukung oleh penetrasi internet sebesar 80,66% turut mendorong transformasi layanan transportasi publik, sehingga tidak hanya dituntut andal secara fisik, tetapi juga mampu memberikan pengalaman digital yang mudah dan informatif. Dalam konteks layanan digital, kepuasan pengguna menjadi indikator penting keberhasilan sistem. Aplikasi *Access by KAI* dikembangkan sebagai bagian dari transformasi digital PT Kereta Api Indonesia (Persero) dan telah mencatat lebih dari 21 juta transaksi, yang mencerminkan tingginya tingkat adopsi layanan digital di sektor transportasi perkeretaapian. Namun, peningkatan penggunaan aplikasi belum sepenuhnya diiringi dengan tingkat kepuasan pengguna yang optimal, khususnya terkait kemudahan penggunaan dan kualitas informasi.

Fenomena peningkatan penggunaan layanan transportasi berbasis digital juga terjadi di Daerah Operasi 5 Purwokerto seiring dengan meningkatnya volume penumpang kereta api. Stasiun Purwokerto dipilih sebagai lokasi penelitian karena berperan sebagai simpul transportasi utama dengan cakupan layanan terhadap 41 stasiun serta volume naik-turun penumpang yang tinggi, yaitu mencapai 7.778.485 orang pada periode 2023–September 2025. Secara nasional, hingga akhir Oktober 2025, sebesar 72,07% transaksi penjualan tiket kereta api dilakukan melalui aplikasi *Access by KAI*. Dengan mengacu pada proporsi tersebut, jumlah pengguna aplikasi *Access by KAI* di Stasiun Purwokerto diperkirakan mencapai 5.604.000 orang. Berdasarkan kondisi tersebut, penelitian ini bertujuan untuk mengetahui pengaruh kemudahan penggunaan dan kualitas informasi terhadap kepuasan pengguna aplikasi *Access by KAI* di Stasiun Purwokerto. Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanatif melalui penyebaran kuesioner kepada 100 responden yang dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, serta analisis regresi linier sederhana dan berganda.

Hasil penelitian menunjukkan bahwa kemudahan penggunaan dan kualitas informasi berpengaruh signifikan terhadap kepuasan pengguna aplikasi *Access by KAI*. Secara parsial, kemudahan penggunaan memiliki pengaruh lebih besar ($\beta = 0,500$) dibandingkan kualitas informasi ($\beta = 0,382$). Secara simultan, kedua variabel tersebut menjelaskan 65,4% variasi kepuasan pengguna, sementara 34,6% sisanya dipengaruhi oleh faktor lain di luar penelitian ini. Sebagai sarana pemesanan tiket sebelum keberangkatan, *Access by KAI* berperan penting dalam mendukung kepuasan pengguna, sehingga diperlukan pemeliharaan sistem yang terkontrol dan berkelanjutan agar aplikasi tetap optimal, stabil, dan dapat digunakan secara konsisten.

Kata Kunci: Kepuasan Pengguna; Kemudahan Penggunaan; Kualitas Informasi; *Access by KAI*; Stasiun Purwokerto.

SUMMARY

The transportation sector plays a strategic role in supporting economic growth and public mobility, particularly during the post-pandemic recovery period. In Indonesia, the transportation sector recorded a growth rate of 8.64% and became a key driver of social activities and logistics distribution. The development of digital technology, supported by an internet penetration rate of 80.66%, has further accelerated the transformation of public transportation services, which are now expected not only to be physically reliable but also to provide user-friendly and informative digital experiences. In the context of digital services, user satisfaction is a crucial indicator of system success. The Access by KAI application was developed as part of the digital transformation of PT Kereta Api Indonesia (Persero) and has recorded more than 21 million transactions, reflecting a high level of digital service adoption in the railway transportation sector. However, the increasing use of the application has not been fully accompanied by optimal user satisfaction, particularly in terms of ease of use and information quality.

The growing adoption of digital-based transportation services is also evident in Operational Area 5 (Daop 5) Purwokerto, in line with the increasing volume of railway passengers. Purwokerto Station was selected as the research location due to its role as a major transportation hub serving 41 stations and its high passenger turnover, reaching 7,778,485 passengers during the period from 2023 to September 2025. At the national level, as of the end of October 2025, 72.07% of railway ticket sales transactions were conducted through the Access by KAI application. Based on this proportion, the number of Access by KAI users at Purwokerto Station is estimated to reach approximately 5,604,000 users. Under these conditions, this study aims to examine the effect of ease of use and information quality on user satisfaction with the Access by KAI application at Purwokerto Station. This research employs a quantitative method with an explanatory approach, using a questionnaire distributed to 100 respondents. The data were analyzed using validity testing, reliability testing, classical assumption tests, as well as simple and multiple linear regression analyses.

The results indicate that ease of use and information quality have a significant effect on user satisfaction with the Access by KAI application. Partially, ease of use has a stronger influence ($\beta = 0,500$) compared to information quality ($\beta = 0,382$). Simultaneously, both variables explain 65.4% of the variation in user satisfaction, while the remaining 34.6% is influenced by other factors not examined in this study. As a pre-departure ticketing platform, Access by KAI plays an important role in supporting user satisfaction; therefore, controlled and continuous system maintenance is required to ensure that the application remains optimal, stable, and consistently usable.

Keywords: User Satisfaction; Ease of Use; Information Quality; Access by KAI; Purwokerto Station.