

# **EFFECT OF EASE OF USE AND CONSUMER EXPERIENCE ON REPURCHASE INTENTION OF TRAIN TICKETS THROUGH KAI ACCESS WITH SATISFACTION AS A MEDIATION VARIABLE (STUDY ON KAI ACCESS USERS IN MALANG)**

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## **Abstract**

*Along with the increasing competition in the world of transportation business which is getting tighter, ease of use and consumer experience is an effective marketing strategy in providing service and satisfaction to many consumers and this can encourage consumer repurchase interest. The purpose of this study is to determine the effect of ease of use and consumer experience on repurchase intention through satisfaction. The population in this study are consumers who know the KAI Access application in the city of Malang. While the sample in this study was 271 respondents. This type of research is descriptive and non-probability, using the Smart PLS program. The results are (1) ease of use has a positive and significant effect on satisfaction (2) consumer experience has a positive and significant effect on satisfaction (3) ease of use has a positive and significant effect on repurchase intention (4) consumer experience has a positive and significant effect on repurchase intention (5) satisfaction has a positive and significant effect on repurchase intention (6) ease of use has a positive and significant effect on repurchase intention through satisfaction (7) consumer experience has a positive and significant effect on repurchase intention through satisfaction. Based on the results of the study, similar business actors suggest that companies are more selective in using ease of use which will provide a good experience for consumers so that consumers feel satisfied and feel an interest in repurchasing.*

**Keywords: *Ease Of Use, Consumer Experience, Repurchase Intention, Satisfaction***

## **1. INTRODUCTION**

The development of information technology continues to increase. Currently, almost all children and adults use the Internet. There were 204.7 million internet users in the country as of January 2022. Now that Generation Z and millennials are connected to the use of digital technology, we know that all movements are required to be carried out quickly and efficiently. Time is very expensive in this era. As is the case with transportation, this is what businesspeople use in

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transportation services to build their business. One of the leading land transportation that is often used by the public is the train, this is because trains are considered more economical, safe, and relatively comfortable for their users.

From the databox, the number of train passengers in 2022, along with the growth of train passengers which continues to increase every year, has triggered the growth of companies by offering online ticket booking application services. One of them is the railroad company that created the KAI Access application. KAI Access is an information technology that has been launched since 2014. This application aims to make it easier for prospective passengers to get information and order train tickets online without wasting a lot of time queuing to buy tickets at train stations. Some millennials argue that they trust the KAI Access application because the application is the official application of PT Kereta Api Indonesia. So there is an intention or intention the millennial generation to buy train tickets online through the KAI Access application.

Growing interest or interest in potential customers for the products or services that the company offers is a very important factor. Interest is consumer interest in a product by seeking additional information (Sciffman, L., & Kanuk, 2004). Consumers have an interest in a product or service, but it is not certain that consumers will purchase the product or service. Aditya (2016) in his research explained that the Technology Acceptance Model (TAM) has two important constructs. The first construction is described as Perceived Usefulness where using a certain system can maximize effort and be accepted by end-user consumers. The next construct is Perceived Ease of Use (perceived ease of use) where technological advances are considered not burdensome to consumers but facilitate all access.

Research (Lolika, 2020; Febriani et al., 2021) says that user convenience influences repurchase intention. The convenience of consumers in using online buying and selling sites greatly influences their interest in transacting online. Websites and applications that are easy to use and understand by consumers will be preferred by consumers because they do not need to spend a lot of time studying them. When consumers have found convenience, consumers will return to repeat transactions (Febriani et al., 2021).

In addition to the ease of use that influences repurchase intention, there is also the consumer experience factor. Consumer experience is one of the factors that cause consumers to repurchase intention. Experience is when customers get sensations or knowledge resulting from some level of interaction with elements created by service providers. The higher the level of competition, the higher the service provider must maintain the consumer experience or customer experience so that it remains satisfying and consumers make repeat purchases (Cahyani et al., 2019).

Research (Pasharibu, Paramita, & Stephani, 2018; Made, Febriani, Ketut, & Ardani, 2021) shows that consumer experience has a significant effect on repurchase intention. Consumer experience will always be emotionally involved in every activity so consumers because of a unique and memorable experience, which lasts at that time and then arises a desire to make a repurchase (Phuong, 2018).

Consumers who make repurchase intentions are influenced by satisfaction. Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing their perceptions or impressions of performance that is below expectations, customers feel dissatisfied. However, if performance exceeds expectations, the customer is very satisfied and happy (Priansa, 2017).

Research (Dewi Setia Tarigan, 2022; Hasniati, Indriasari, & Sirajuddin, 2021) states that satisfaction has a significant effect on repurchase intention. This is in line with the increasing competition in the world of transportation business which is getting tighter, ease of use and consumer experience are effective marketing strategies in providing service and satisfaction to many consumers and this can encourage consumer repurchase interest).

## **2. RESEARCH METHOD**

This study uses quantitative research with descriptive and exploratory research methods. The population in this study are consumers who use KAI Access in the city of Malang. In addition, the type of non-probability sampling used as a sampling technique in this study is purposive sampling, namely a sampling technique in which not all members of the population have the opportunity to be selected as sample subjects (Iskandar, 2009: 73). Determining the number of samples in this study using the Daniel and Terrel formula so that 271 respondents were obtained. Data analysis technique using Smart PLS.

### 3. RESULTS AND DISCUSSION

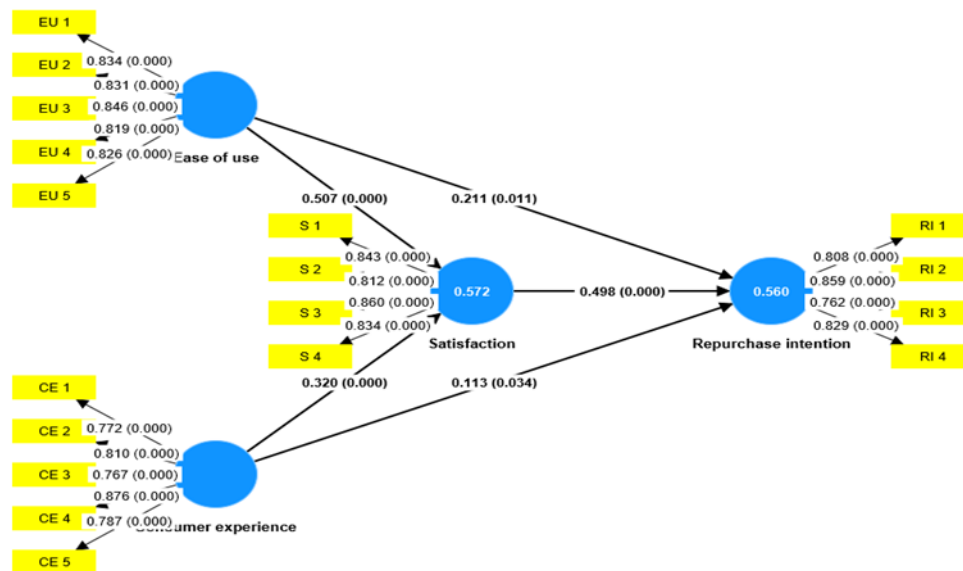


Figure 1. PLS path diagram

The consumer profile in this study is mostly female. Age nominee respondents at the age of 15-25 years. Meanwhile, the work of the respondents was dominated by students. The dominant respondent's expenditure is 1,010,000-2,000,000

Table.1 Path Coefficient

| Hypothesis | Path Coefficient | P-value | F-Square | Explanation |
|------------|------------------|---------|----------|-------------|
|------------|------------------|---------|----------|-------------|

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|                                                       |       |       |       |          |
|-------------------------------------------------------|-------|-------|-------|----------|
| <i>Ease of use -&gt; Satisfaction</i>                 | 0.507 | 0.000 | 0.345 | Accepted |
| <i>Consumer experience -&gt; Satisfaction</i>         | 0.320 | 0.000 | 0.137 | Accepted |
| <i>Ease of use -&gt; Repurchase intention</i>         | 0.211 | 0.011 | 0.043 | Accepted |
| <i>Consumer experience -&gt; Repurchase intention</i> | 0.113 | 0.034 | 0.015 | Accepted |
| <i>Satisfaction -&gt; Repurchase intention</i>        | 0.498 | 0.000 | 0.241 | Accepted |

The results of the ease of use test on satisfaction show a path coefficient of 0.507 with a P-value of  $0.000 < 0.05$ , thus H1 is accepted. This means that there is a positive and significant influence between ease of use and satisfaction for train ticket consumers using KAI Access. The results of the ease of use test on satisfaction show a path coefficient of 0.507 with a P-value of  $0.000 < 0.05$ , thus H1 is accepted. The results of the consumer experience test on satisfaction show a path coefficient of 0.320 with a P-value of  $0.000 < 0.05$ , thus H2 is accepted. This means that there is a positive and significant influence between consumer experience and satisfaction for train ticket consumers using KAI Access. The results of the ease of use test for repurchase intention show a path coefficient of 0.211 with a P-value of  $0.011 < 0.05$ , thus H3 is accepted. This means that there is a positive and significant influence between ease of use and repurchase intention for train ticket consumers who use KAI Access. The results of the consumer experience test on repurchase intention show a path coefficient of 0.113 with a P-value of  $0.034 < 0.05$ , thus H4 is accepted. This means that there is a positive and significant influence between consumer experience and repurchase intention for train ticket consumers using KAI Access. The results of the satisfaction test on repurchase intention show a path coefficient of 0.498 with a P-value of  $0.000 < 0.05$ , thus H5 is accepted. This means that there is a positive and significant influence between satisfaction and repurchase intention for train ticket consumers who use KAI Access.

**Table.2 Mediation Analysis**

| Hypothesis                                                               | Path Coefficient | P-value | Upsilon    | Explanation |
|--------------------------------------------------------------------------|------------------|---------|------------|-------------|
| <i>Ease of use -&gt; Satisfaction -&gt; Repurchase intention</i>         | 0.253            | 0.000   | 0,06374918 | Accepted    |
| <i>Consumer experience -&gt; Satisfaction -&gt; Repurchase intention</i> | 0.159            | 0.000   | 0,02539561 | Accepted    |

The results of the Ease of Use test on Repurchase intention through Satisfaction show a path coefficient of 0.253 with a P-value of  $0.000 < 0.05$ , thus H6 is accepted. The results of the Consumer

experience test on Repurchase intention through Satisfaction show a path coefficient of 0.159 with a P-value of  $0.000 < 0.05$ , thus H7 is accepted.

In the first hypothesis, ease of use has a positive and significant effect on customer satisfaction using KAI Access. thus this study supports research (Rawashdeh, Elayan, Alhyasat, & Shamout, 2021) which proves that ease of use has a positive and significant effect on satisfaction. (Heng et al, 2022) in his research also stated that ease of use has a positive and significant effect on satisfaction. (Maryanto et al, 2021 in his research also stated that ease of use has a positive and significant effect on satisfaction. In this case, the better and more interesting the actor or public figure who is presented as an endorsement program, the more likely it is to improve the image of the product being promoted. In line with research, (Visakha et al, 2022) Ease of use in online shopping sites relates to whether or not the site is used by potential buyers. If the components in the system are complex and difficult to learn, users tend to discourage online shopping. Ease of use in shopping sites online relates to whether or not the site is used by prospective buyers. When consumers can easily use services in online applications, here consumers will get satisfaction.

In the second hypothesis, the consumer experience has a positive and significant effect on customer satisfaction using KAI Access. thus, this research supports research (Hasniati, Indriasari, & Sirajuddin, 2021) which states that consumer experience has a positive and significant influence on satisfaction. (Foster, 2017) his research also states that consumer experience has a positive and significant influence on satisfaction. Research (Praanggreni P. Ni Putu Ayu Julia, 2021) also states that consumer experience has a positive and significant influence on satisfaction. The consumer experience carried out by customers will have an impact on customers in the future. The result of applying this concept is to build good relationships with customers or consumers (Nilsson & Wall, 2017).

In the third hypothesis, ease of use has a positive and significant effect on repurchase intention among consumers who use KAI Access. thus this study supports research (Lolika, 2021) which states that ease of use has a positive and significant effect on repurchase intention. (Lestari, 2019) also states that ease of use has a positive and significant effect on repurchase intention. Research (Monica, 2022) states that ease of use has a positive and significant effect on repurchase intention. With various conveniences and application updates that support consumers to be able to use online applications more easily, it will attract consumers who have made purchases in previous applications to be able to make purchases again. Zhang Zhuyao, 2022).

In the fourth hypothesis, the consumer experience has a positive and significant effect on repurchase intention among consumers who use KAI Access. thus this study supports research (Anifa & Sanaji, 2022) which states that consumer experience has a positive and significant influence on repurchase intention. (Made, Febriani, Ketut, & Ardani, 2021) also stated that consumer experience has a positive and significant influence on repurchase intention. Research (Ferdianto, 2022) states that consumer experience has a positive and significant influence on repurchase intention.

In the fifth hypothesis, satisfaction has a positive and significant effect on repurchase intention among consumers who use KAI Access. thus this study supports research (Desara, 2021) which states that satisfaction has a positive and significant effect on repurchase intention. Research (Adiputra, 2016) also states that satisfaction has a positive and significant effect on repurchase intention. (Yun & Park, 2022) states that satisfaction has a positive and significant influence on repurchase intention.

Hypothesis six, there is a positive and significant indirect effect of the ease of use variable on repurchase intention through customer satisfaction using KAI Access. This means that the satisfaction variable is used as a mediating variable between ease of use and repurchase intention, so the greater the ease of use will affect satisfaction so that satisfaction will further increase and make repurchase intention also higher. According to research (Ferdianto & Hendar, 2022) states that satisfaction has a positive and significant effect in providing a mediating effect on the effect of ease

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of use on repurchase intention. This is consistent with previous research which found that satisfaction plays an important role in communicating the effect of ease of use on repurchase intention (Efendi, 2021); (Vishaka et al, 2021).

In addition to the seventh hypothesis, there is a positive and significant indirect effect of the consumer experience variable on repurchase intentions through customer satisfaction using KAI Access. That is, when the satisfaction variable is used as a mediating variable between consumer experience and repurchase intention, the better the consumer experience will affect satisfaction so that it will increase and make repurchase intention also higher. According to research (Cindi, 2020) states that consumer experience can be mediated by satisfaction with repurchase intention. Customer satisfaction is formed through customer experience. When customers are satisfied with the products or services they use, they will tend to use products or services from the same company. This research is also supported by previous studies that show a significant relationship between consumer experience and repurchase intention through satisfaction (Li, 2018); (Edwin Kangagung, 2022)

#### 4. CONCLUSION

Some consumers feel that they are still having trouble buying train tickets on KAI Access, this is because sometimes the application still has errors when used. The advice that can be given is for companies to continue to upgrade their applications so that they are easier to use and do not often experience errors. This study has limitations: (1) In this study, the majority of respondents were adolescents and young adults, making it impossible to justify this finding for a wider demographic of respondents. (2) This study only uses quantitative methods to determine the effect of ease of use, and consumer experience on repurchase intention with satisfaction as a mediating variable. Further research can use qualitative methods or even mixed methods to dig deeper into the research topic. (3) The data source obtained in this study came from online questionnaires, making it difficult for respondents to ask questions if there were questions that were not understood and caused misunderstandings in answering the questionnaire.

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